

LIFE

MARRIAGE ON THE CAMPUS
SO YOU WANT TO HUNT URANIUM



LESLIE CARON IN 'DADDY LONG LEGS'

20 CENTS

MAY 23, 1955

The Parker touch



DRESS BY NETTIE ROSENSTEIN; HAT BY EMME

Don't wait for someone to give you a new Jotter ball point!

The world's most beautiful ball point pens styled for every taste and need, \$2.95 up.

They could only be Parkers—that you know from their beauty alone! Flashing gold caps against black . . . silvery Lustraloy with barrels of every color . . . all with the look of the famed Parker "51" Pen itself.

These are the new Parker Jotters—ball point pens without equal in design or performance. Each offers

your choice of four point sizes. All will write nearly 400,000 words with a single cartridge! And any one of them would be a beautiful, useful gift.

But we repeat—don't wait—stop at a nearby pen counter now and choose a new Parker Jotter ball point for yourself. And think of all those you know who would love to have one, too!

The Parker Pen Company

On the left. New Parker "51" Jotters . . . Lustraloy or gold-filled caps; beautiful, polished barrels in black, burgundy, gray or blue; no buttons—cap propels and retracts point. \$5.00 and \$8.75. Fourth from left: "21" Jotter, same features, metal cap, 4 colors. \$3.95.

Center. New Jotter Custom . . . luxurious new all-Lustraloy model. \$3.95.

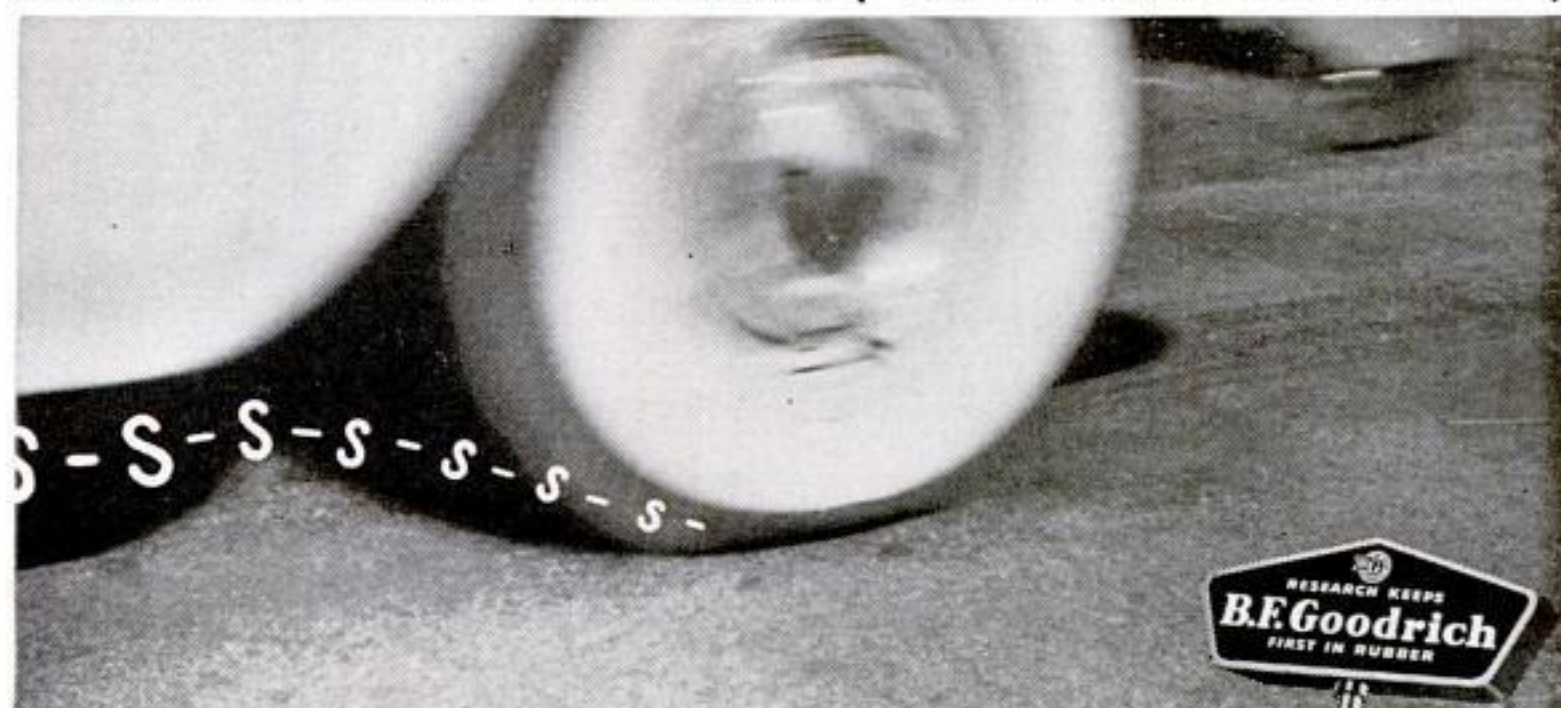
Right. Regular Parker Jotters . . . grooved nylon barrel. 4 colors. Stainless all-metal cap. \$2.95.

B.F. Goodrich First in Tubeless

brings you the ~~POWER TIRES~~ for today's POWER CARS



INSTEAD OF A DANGEROUS BRUISE-BLOWOUT ↑ YOU GET A SAFE S-S-S-SLOWOUT ↓



LIFE-SAVER® Tubeless protects against blowouts started by impacts like this

JOLTS like this used to shake you up, warning that your tires were taking a beating. But the new power cars, with power steering and smoother ride, cushion shocks so you hardly feel them. Unknowingly, you punish your tires more today.

B. F. Goodrich LIFE-SAVER Tubeless protects you from blowouts started by bruising impacts—most common of all blowouts.

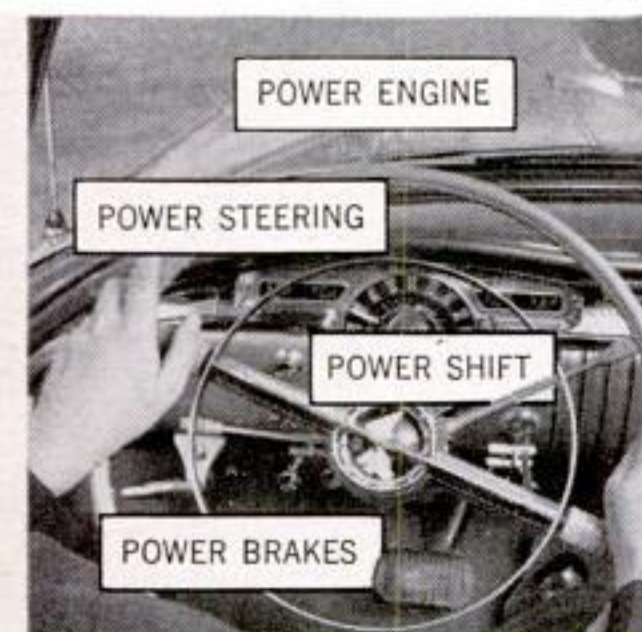
LIFE-SAVER'S exclusive "rhythmic-flexing" cords ride with the punches. But if the tire carcass *should* get a bruise-break from some excessive impact, only a slow leak results, probably miles or months later.

There's no tube to be pinched and blow out. Instead, LIFE-SAVER has a patented liner that slows air loss. Instead of a dangerous blowout, you get a safe s-s-slowout that allows time to stop safely.

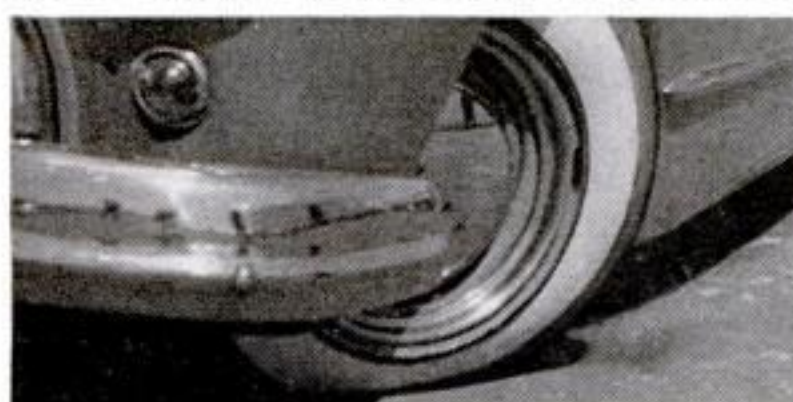
LIFE-SAVER Tubeless also defies skids and seals punctures *permanently*, nail in or out. It fits your standard wheels.

LIFE-SAVER Tubeless is the Power Tire for today's power cars, made by B. F. Goodrich, *inventor* of Tubeless. Yet it costs only a little more than non-sealing tubeless tires. Find your B. F. Goodrich retailer's name in the Yellow Pages under "Tires". Convenient terms.

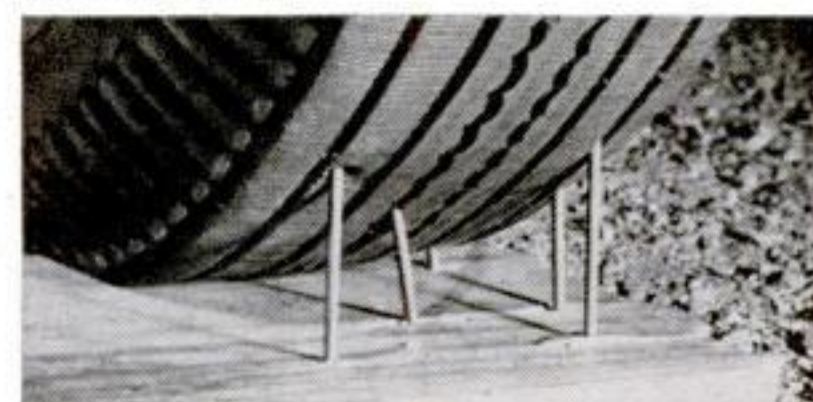
ALL THIS POWER HERE: ↓ NEEDS B. F. GOODRICH POWER TUBELESS TIRES TO PUT IT TO WORK ON THE ROAD:



FOR POWER STARTS, POWER STOPS—they take out the slip and the skid. They give power-engine take-offs more grip, less slip. They take a sure hold on smooth or wet roads. They stop your car when power brakes stop your wheels. Revolutionary new treads help de-skid skiddy pavements.



FOR POWER TURNS—they take out the squeal. Where power steering, with its quicker turns, makes ordinary tires squeal, B. F. Goodrich Power Tubeless Tires are quieter and more sure-footed. They are power-designed to resist side-skid; give you better control.



FOR EXTRA PROTECTION, B. F. Goodrich LIFE-SAVER Tubeless Tires, unlike most tubeless tires, seal punctures *permanently*, nail in or out. A patented rubber sealant gets an air-tight grip on a puncturing nail. When the nail is pulled, the sealant plugs the hole, makes permanent repair.

TWO B. F. GOODRICH POWER TUBELESS TIRES: *LIFE-SAVER*, that seals punctures *permanently*; *SAFETYLINER* that costs no more than tire-&-tube

How you may find uranium

25

As the greatest metal search in history takes in amateur uranium seekers, LIFE presents a primer for prospectors—from what you need to where to look.



CLAIM SIGN—1955

British elections heat up

36

As May 26 voting draws nearer, the party leaders speed campaign pace with Labor straining hard as Conservatives are favored.



LABOR CANDIDATE

Diplomas and diapers too

152

A startling new tendency among today's undergraduates to marry and settle down right on campus is thoroughly studied by Ernest Havemann.



NEW CAMPUS TRIO

Picture gallery in a home

106

Duncan Phillips moved out of his Washington home to let the public in to see one of the world's greatest private art collections.



COLLECTOR PHILLIPS

'Daddy Long Legs' lopes back

78

Jean Webster's novel of 1912, already recast as a play, musical comedy and two movies, is now a lavish film musical—with \$500,000 worth of dreams.



DANCER IN DREAM

The terrific Dodgers

135

Strong pitching, tough management, timely hitting and rambunctious base-running have sent the Dodgers off to one of the fastest starts in history.



NEW DODGER COACH

COVER

Ballerina Leslie Caron evades tall men in a dream sequence from a new movie version of "Daddy Long Legs" (see pp. 78-82)

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CAR

Packard

DISTANCE

25,000 Miles

TIME

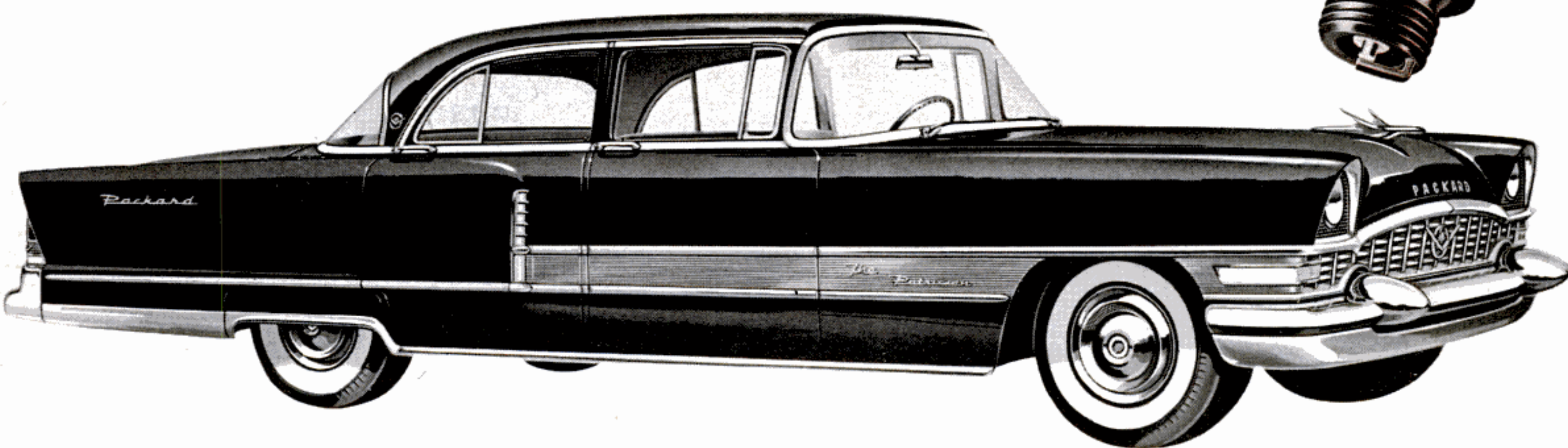
238 Hours, 41 Min.

SPEED

104.73 M.P.H. Average

SPARK PLUGS

5-RIB Champions!



NEVER BEFORE HAS ANY CAR GONE SO FAR, SO FAST!

Its mighty V-8 engine spurred by 5-Rib Champion Spark Plugs, a Packard Sedan powered by a pre-production 1955 Packard Patrician engine made automotive history in a 25,000-mile endurance test certified and timed by the Contest Board of the American Automobile Association.

All distance-speed records were exceeded as this great motorcar covered a distance greater than the earth's circumference at the equator with an average speed of 104.73 m.p.h.!

Full-firing Champions—exactly as supplied by

your neighborhood Champion dealer—functioned perfectly during the entire run, turning every drop of gasoline into useful power, sending the sleek Packard to one of the greatest performance runs ever attained by a motorcar.

MORE PROOF for all motorists that 5-Rib Champions and top performance are a natural combination. *MORE REASON* why you should make the change to Champions—soon!

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

AMERICA'S FAVORITE

5-RIB

CHAMPION

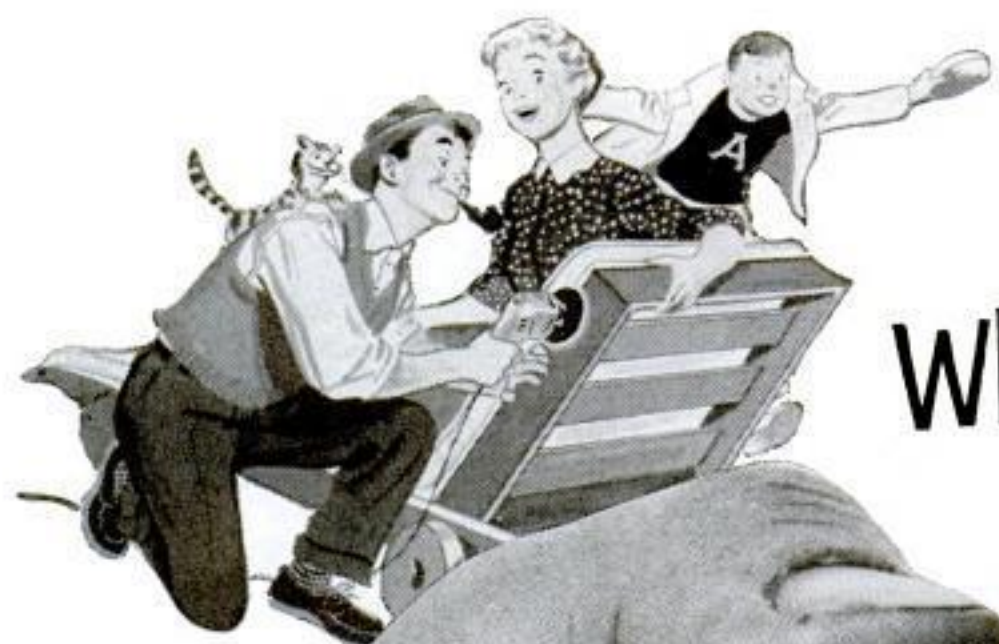
SPARK PLUGS

NEXT TIME YOUR CAR IS LUBRICATED—HAVE THE SPARK PLUGS CHECKED. IT PAYS!

This One



EOQU-GKR-40CW



What home job do YOU want to do?

NEW!

Black & Decker 1/4 inch Drill does 'em ALL better!

Over 2 million homeowners own a Black & Decker 1/4-inch drill—world's most famous do-it-yourself tool. And now, Black & Decker has a completely new 1/4-inch Utility Drill, to make home jobs even easier! It's 44% more powerful—thanks to a brand-new Black & Decker-built motor. It's smoother and quieter in operation—because of new helical gears. And it's easier to handle—because it's been redesigned for better balance and more finger room. It does all the jobs shown on this page—and many more! Your Black & Decker dealer will be glad to give you a demonstration. For "Handy Tips" booklet on home repairs, send 25c to: THE BLACK & DECKER MFG. Co., Dept. L55, Towson 4, Md.

See "Tools-Electric" in Yellow Pages for

Black & Decker®

**PORTABLE
ELECTRIC TOOLS**



Available with hex-key or geared chuck



44% MORE
POWER!

SMOOTHER,
QUIETER
OPERATION!

HELICAL
GEARS!

CONTOURED
HANDLE!

TWICE THE
TORQUE!

LOOK at these many new features of Black & Decker's all-new 1/4-inch Utility Drill—all designed to give you faster, better work on every job you want to do.

DRIVE SCREWS ten times faster, more accurately than by hand. Install fixtures, assemble furniture—wherever screws are used. Screw Driving Attachment only \$10.45.

DRILL wood, metal, Do-It-Yourself aluminum, even brick and masonry with your new Black & Decker 1/4-inch Drill, seen here with geared chuck. Masonry bits from \$1.90.

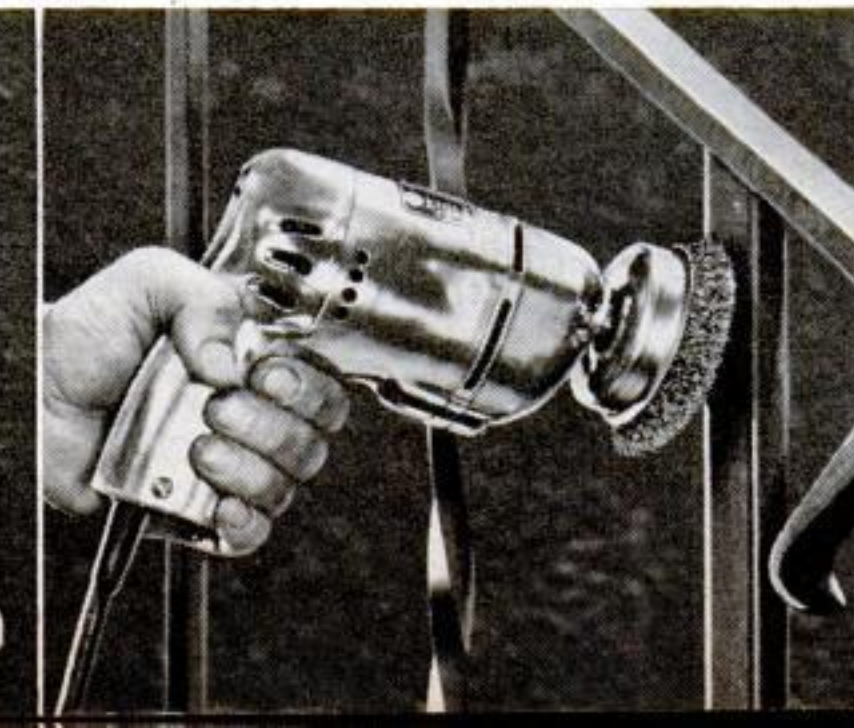
SAW lumber, plywood. Saw Attachment is fully adjustable for depth and angle of cut. Telescoping guard for maximum safety. Complete with blade and rip fence \$14.95.

SAND wood, metal, plastic. Remove paint. Prepare surfaces for painting. New Drill has power to do toughest sanding jobs better and faster. Backing pad only \$1.85.

CLEAN off rust, scale, old paint—and watch your new Black & Decker Drill's power make really light work of the most stubborn jobs. Wire cup brush only \$2.50.

POLISH furniture, paneling, or the family car! New Drill has just the correct speed to zip through polishing for professional results. Polishing bonnet \$1.60.

SHARPEN chisels, hatchets, sickles, axes... all kinds of tools and utensils. Even beginners get a really professional job every time. Grinding wheel \$1.10.





This Manhattan Bali-Batiste weighs less than 3 ice cubes

ANY number of fabrics will keep you cool during hot-weather months. Yet you are likely to experience an exceptional degree of comfort in *Manhattan* Bali-Batiste. Because a Bali-Batiste is not only light in total weight; it's woven in such a way that it won't wilt in the heat. Further, a Bali-Batiste is as good-looking as it is cool and neat—tailored to *Manhattan's*

famed standards and available in a wide selection of colors and collar styles. The prices will come as a pleasant surprise: Bali-Batiste Blake short point collar shirt \$3.95. Sportshirt \$3.95. Bali-Batiste also available in Pajamas and Undershorts. She's wearing a Lady Manhattan foulard print broadcloth shirt \$5.95. The Manhattan Shirt Co., 444 Madison Ave., N.Y., N.Y. © 1955





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Colgate-Dr. West's **TWIN STAR** Offer!

WHETHER YOU BRUSH YOUR TEETH ONCE, TWICE OR 3 TIMES A DAY

... Colgate Dental Cream gives the *surest* protection all day long! Brushing for brushing, the surest protection ever offered by any toothpaste. Because only Colgate Dental Cream—of ALL leading toothpastes—contains patented GARDOL* to clean your breath while it *guards* your teeth!

*Colgate's trade-mark for Sodium N-Lauroyl Sarcosinate. Pat. No. 2,689,170

ONLY DR. WEST'S MIRACLE-TUFT IS SHAPED TO FIT your dental arch exactly. The bristles in its famous two-way curved brushhead do a *correct* brushing job—clean inside, outside and in between your teeth. These waterproofed "Exton" brand bristles never get limp and soggy—are quick drying. And only Dr. West's toothbrushes reach you surgically sterile, hygienically sealed in glass.

YOU'LL CLEAN YOUR TEETH BETTER—have the *surest* protection against decay and bad breath when you team up Colgate Dental Cream and a Dr. West's Miracle-Tuft Toothbrush. *They're the top two of dental care.* By far the most popular of all dentifrices or toothbrushes. Look for the Colgate-Dr. West's twin star money-saving offer. You'll save 27¢!

Regular **59¢**
DR. WEST'S
MIRACLE-TUFT
TOOTHBRUSH

Regular **47¢**
giant size
COLGATE
DENTAL CREAM

Both only

*Better hurry! Never before
such a saving on the top two*

79¢

REGULAR VALUE \$1.06



Why it's smart to start
Equitable's
Living Insurance
while your children
are young

Now Equitable policies protect your children's future while it builds for YOUR OWN retirement.

A good time to buy Equitable's Living Insurance for your family is when your children are young. The sooner you start, the sooner they can be *assured* a college education, a mortgage-free home, funds for emergencies. And the sooner you start, the lower your premiums.

Living Insurance stresses benefits for the living. Benefits for you while *you* live. If you die, benefits for the family that lives on after you.

In other words, you don't buy this insurance because someone will die but because someone will *live*, and that someone may well be *you*!

WELCOME NEWS FOR FAMILY BUDGETS

Now Equitable has a new *Living Insurance* policy — the Adjustable Whole Life. It is sold only in a low-cost, "economy-size" package of \$10,000 or more, enabling Equitable to offer it at an unusually low premium. For example, at age 35, premiums are only \$23.41 a year per \$1,000.*

The word "adjustable" in this new policy means you get valuable "change-over" options later in life. These options let you adjust your policy to your family's changing needs — at a special low rate. Again you save!

Why not find out how little Equitable's *Living Insurance* costs you *today* — and what it can do for you *in the future*.

See the Man from Equitable — TODAY.

The EQUITABLE Life Assurance Society of the U.S.
Home Office: 393 Seventh Avenue, New York 1, N. Y.

**which may be further reduced by applying annual dividends.*

Make *sure* they can afford to go to college—with Equitable's *Living Insurance*.



Make *sure* the home they love will be mortgage-free someday—with Equitable's *Living Insurance*.

Make *sure* that money to raise them *right* will always be there—with Equitable's *Living Insurance*.



*Look what's
just cropped up!*



a fresh new look in lighters by Ronson!

We'd like to plant one idea in your mind; no one *ever* has enough Ronson Lighters! And a gift of one Ronson inevitably cultivates a taste for *more* . . . for purse, for pocket, for the home. It's a growing trend to give a Ronson!

(And naturally, Ronsonol Lighter Fuel and Ronson Flints are America's first choice!)

- (a) Capri—Gold finish, \$8.50 (no Fed. tax). As shown, Gold plate, \$12.50 (plus tax)
- (b) Saturn—Handsomely styled table lighter of fine Ronsenthal China, \$25.00
- (c) Windsor—Poodle motif on Gem-Tone finish, \$5.95. Plain, \$4.95
- (d) Adonis—Chromium-and-black enamel. Engraved design, \$9.95
- (e) Whirlwind—Dress or Sport lighter with retractable windshield, \$8.50
- (f) Essex—As shown, Gold finish, \$8.50 (no Fed. tax). Gold plate, \$12.50 (plus tax)
- (g) Tempo—Table lighter for smart contemporary settings. Chrom. plate, \$8.95
- (h) Triumph—Modern pocket lighter with chrom. and tortoise enamel finish, \$7.95



Capri, Whirlwind, Essex and Triumph models feature Ronson's exclusive easy-fill swivel base for fast, spill-proof fuelings.

RONSON

makers of world's greatest lighters and electric shavers



3 "Lazy Susan" ways to fix breakfast

You've a man-sized, soul-satisfying breakfast in the *fewest* of minutes with Rath Black Hawk Canned Meats.

Take Rath Breakfast Sausage for instance. Out of the can . . . into the skillet . . . and in just 4 minutes flat those spicy pork sausages are right fittin' company for the morning eggs.

Or—how long since you've had Rath Sliced Dried Beef? Simply cream those

tender, wafery slices . . . pile them on toast and you've a dish. *What a dish!*

And pay no attention to the word "luncheon" in Canned Luncheon Meat. For those juicy slices, fried to a golden turn, taste real tempting at *breakfast*. It's pork . . . corn-fed Iowa pork and not one thing else.

Wouldn't you be a right-smart "Lazy Susan" to keep Rath Canned Meats on hand in *your* pantry?

Rath Black Hawk

FINER FLAVOR FROM THE LAND O' CORN



Rath makes over 1000 meat products—but when you try any one, it's one in a million.

Meats

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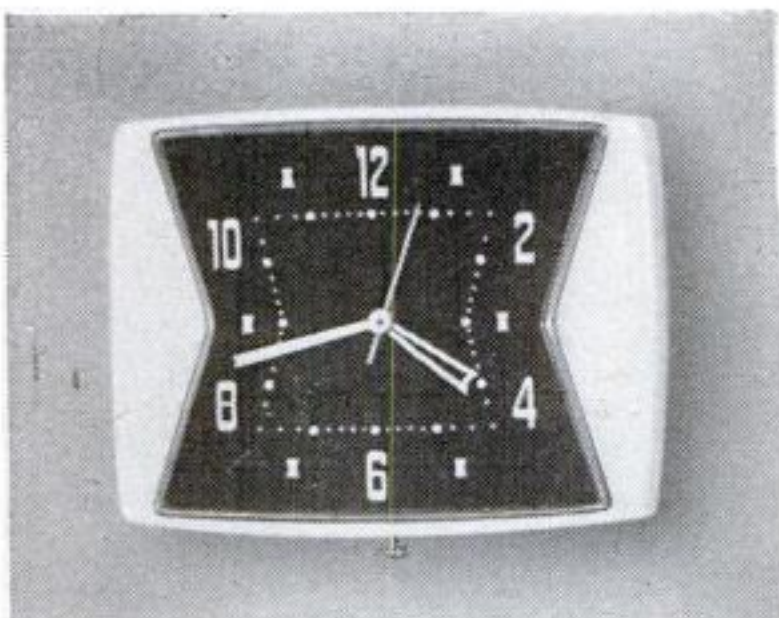
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son; GUATEMALA CITY: Harvey Rosen-
house; RIO DE JANEIRO: Piero Saporiti;
BUENOS AIRES: John Dowling.

PUBLISHER..... Andrew Heiskell
ADVERTISING DIRECTOR.... Clay Buckhout

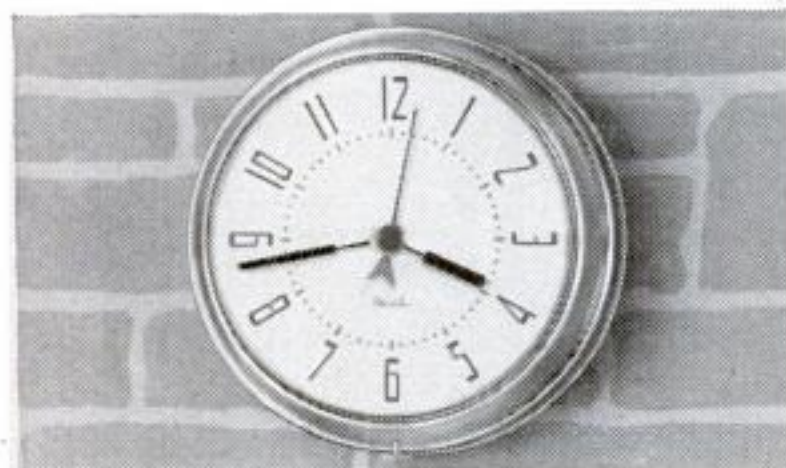


ZEST ELECTRIC WALL CLOCK
Completely new—and dashing as
its name! Gleaming white plastic
case sets off the colorful dial in
red, charcoal or yellow. Non-break-
able crystal. 5¼" high. \$6.95.

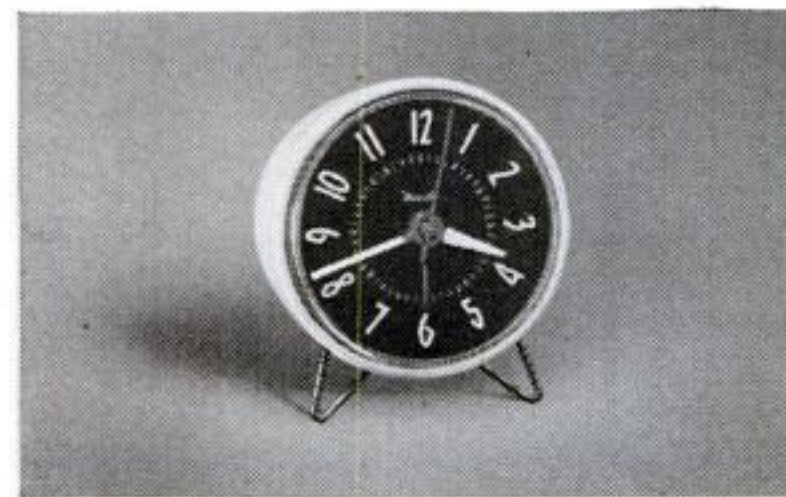
Best wishes live



on and on
with a
bright new
WESTCLOX
electric



SPICE ELECTRIC WALL CLOCK
A terrific value! Non-breakable
crystal. 5½" dial. Polished alu-
minum two-tone metal case with
red, white or yellow rim. \$4.95.
All copper-finished case, \$5.95.



PIPER ELECTRIC ALARM
Brand new! Tiny size, tiny price.
Only 3½ inches high. Brass finish
legs. Insistent alarm. Ivory or
saddle brown finish. \$3.98.
Luminous dial, a dollar more.

Prices do not include tax and are subject to change

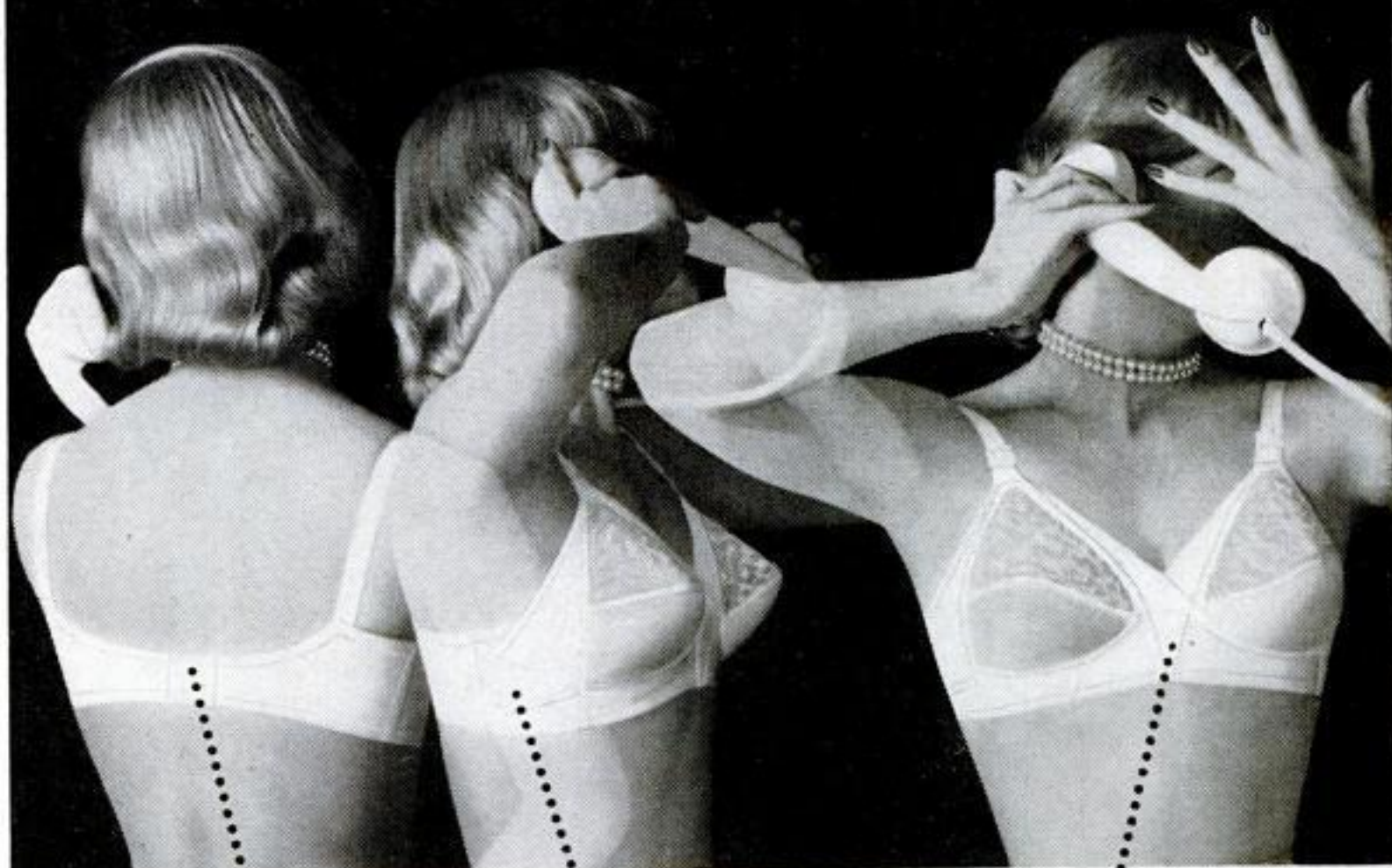
WESTCLOX
Electric Clocks

made by the makers of **SIGBEN**
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Products of **GT** Corporation
TIME

Perfect Fit

any way you look at it!



Elastic back
sets lower
and stays lower!

Elastic side panels
give with
your every motion

Elastic criss-cross
front dips low,
divides divinely!

New Playtex *living* Bra

"Custom-contoured" of elastic and nylon
to flatter, feel and fit as if fashioned for
you alone... no matter what size or in-
between size you are! The secret is in the
elastic-side panel. The drama is in the
nylon cups that lift into higher, rounder
lines. The magic is the Playtex Living Bra
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Look for Playtex Living Bra in the blue
package at department stores and special-
ty shops everywhere. Gleaming WHITE,
wonderfully washable—without ironing!
Sizes 32A-40C \$3.95

Also, look for the New Playtex!
"High Style" Bra* in cool cotton!
Party-pretty embroidered cotton
gives you that French lift-plus
fabulous fit! Only \$2.95



Only Playtex Living Bra* has
this exclusive self-adjusting
elastic-side panel that gives
perfect fit, prevents gapping!

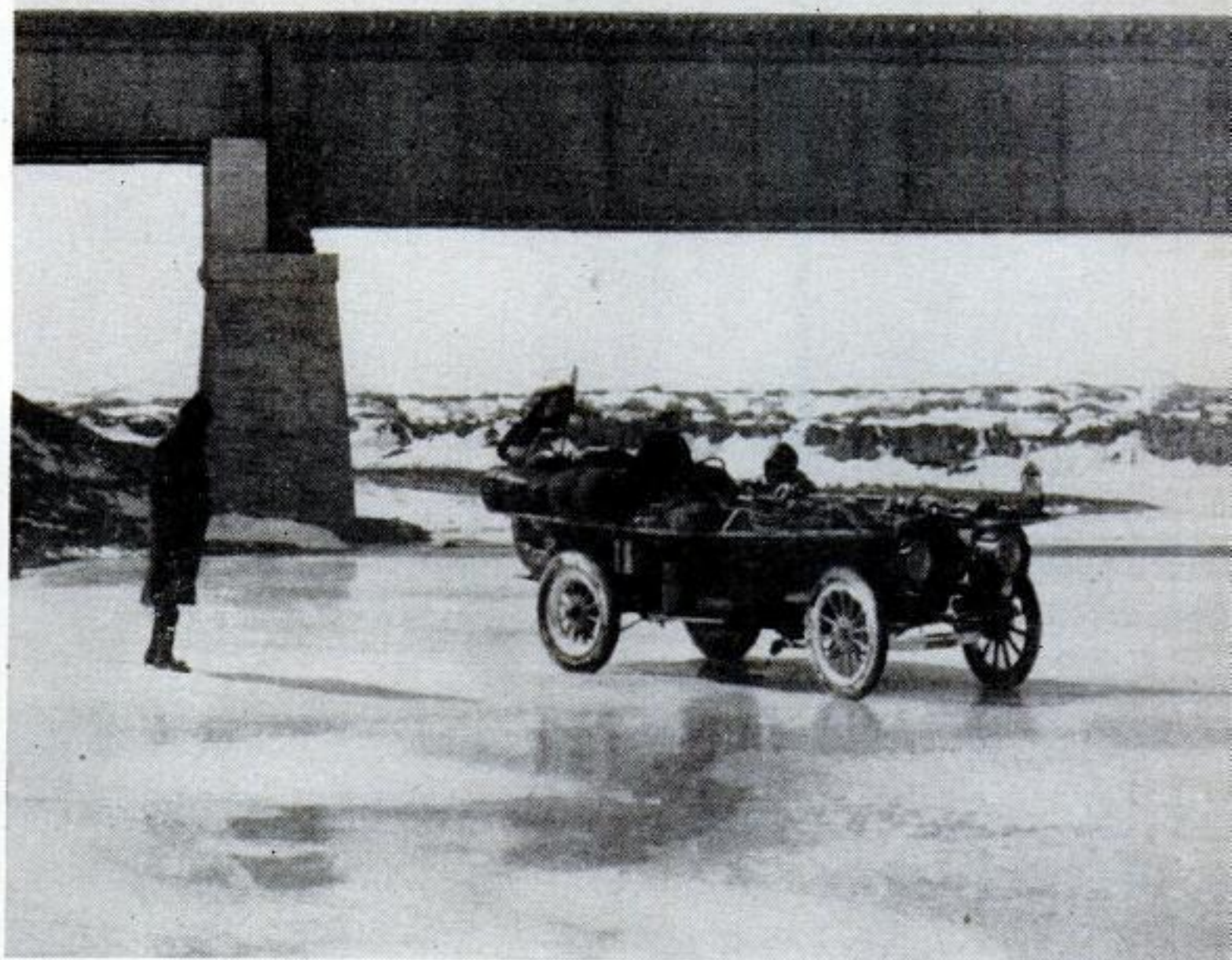


Playtex... Makers of Famous Playtex Girdles
©1955 International Latex Corporation... PLAYTEX PARK... Dover Del
In Canada: Playtex Ltd. ... PLAYTEX PARK... Arnprior, Ont.

*U.S.A. and foreign patents pending †Trademark



ENTERING BUFFALO on Feb. 16 with the flag flying and an escort of friends, Thomas crew members drove immediately to the Thomas factory for alterations.



IN WYOMING, in March, the crew drove the Thomas across the frozen Medicine Bow. More often they had to cross rivers by fording or on railroad trestles.

SPEAKING OF PICTURES

Longest Auto Race That





IN NEVADA Indians stopped the car to sit on it and get their pictures taken. All along the route people traveled hundreds of miles to see the cars race past.



IN JAPAN the car had to negotiate sharp turns intended for rickshas. Often it had to be lifted around curves and pulled up mountains by gangs of coolies.

Ever Took Place

LONG-LOST PICTURES SHOW VICTOR'S WOES

In 1908 a small band of motorists set out from New York on the most ambitious auto race on record, bound westward for Paris via San Francisco, Japan, Vladivostok, Moscow and Berlin. Six cars entered, three finished and the winner was American, a Thomas Flyer, whose crew took detailed pictures to record their trails and triumph for posterity. Lost soon after the race, the photographs were only recently rediscovered and are now published here.

Except for the San Francisco-Vladivostok lap which they traversed by boat, the cars had to drive all the way. The crew of the Thomas dug their 60-hp chain-driven horseless carriage through four-foot snowdrifts in New York, hauled it through axle-deep Iowa "gumbo," lowered it down embankments in Wyoming. In Vladivostok the race almost became an international scandal when a French crew cornered the gasoline market. In Siberia roads were nonexistent so the three remaining cars drove on the railbed of the trans-Siberian railroad, giving right of way to trains and ripping over the ties at 10 mph because at any slower speed the wheels locked between the ties.

The Thomas Flyer covered the 13,000 land miles—8,000 of them in low gear—in 88 days driving time. A German crew beat them by four days to Paris but suffered a penalty of 15 days for shipping their auto by rail from Pocatello, Idaho to Seattle. Despite the glory brought by its victory, the Thomas company folded a few years later and these pictures disappeared. They were found by Henry Austin Clark Jr., who has a famous antique automobile museum at Southampton, N.Y. where, among many other cars, he owns the remains of the original Thomas Flyer that won the great race of 1908.



← **AT START** in New York five of starters are, from left, Thomas, Züst, Protos, De Dion, Sizaire-Naudin.



LEAVING FOR VLADIVOSTOK, the Thomas was lightered out on a sampan. Once a ferry sank and the car had to be hauled out with a block and tackle.



IN SIBERIA, where the only bridges were railroad trestles, peasants helped the crew to load the two-ton automobile on a railroad flatcar and push it across.

Munsingwear T-shirt

*has the
neckband
that can't
sag!* →

\$.50

Comfort-knit
Shorts \$1



*Pull it... stretch it... Wash it... Wear it
...it never loses its shape and fit!*

Neckband nylon-reinforced to keep its shape forever

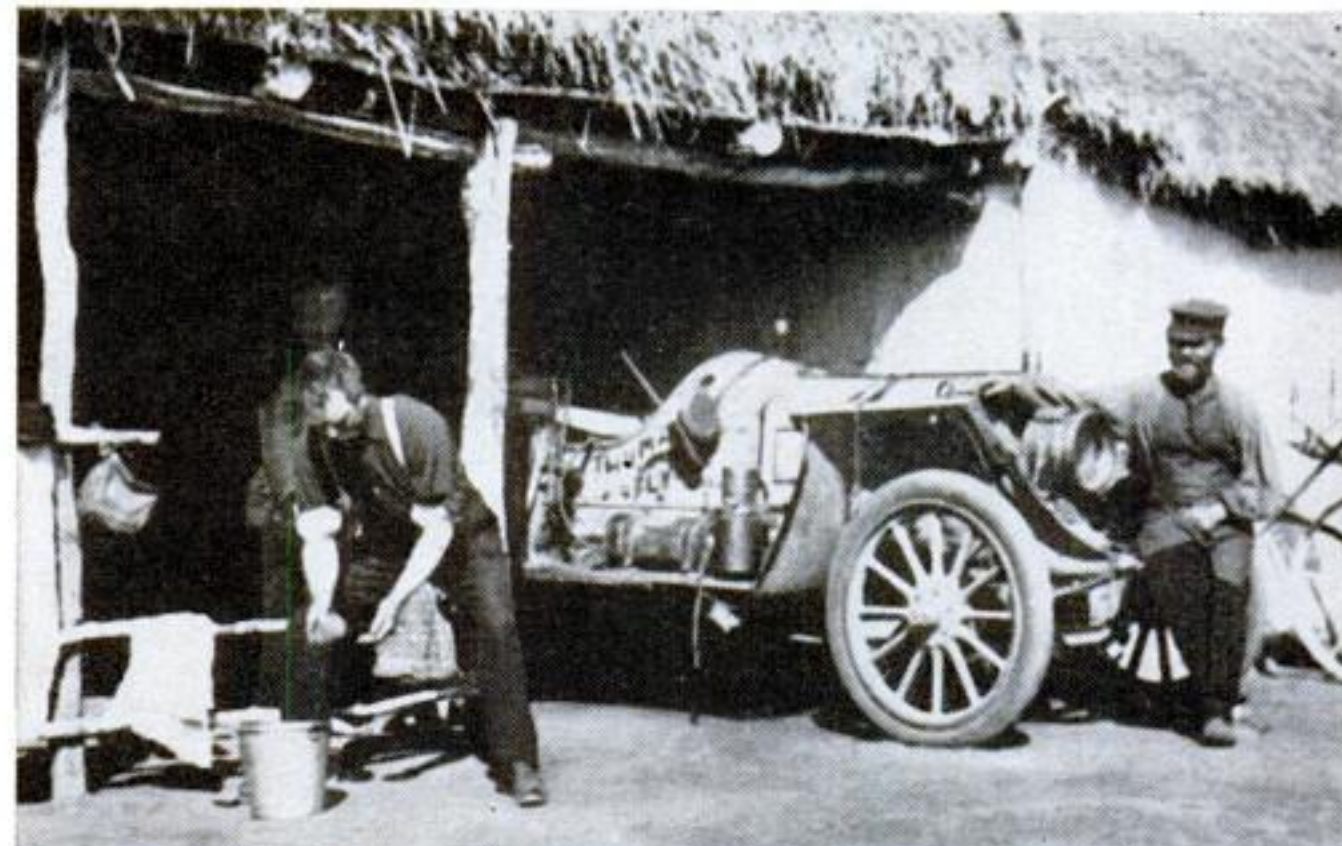
The Munsingwear T-shirt is the nation's best seller because its patented neckband stays flat, trim and good looking. That's one solid reason for its popularity. There's another: it long outwears lesser brands... because it is knit of premium combed cotton. Sizes 34-46, \$1.50. Sizes 48-50, \$1.85.



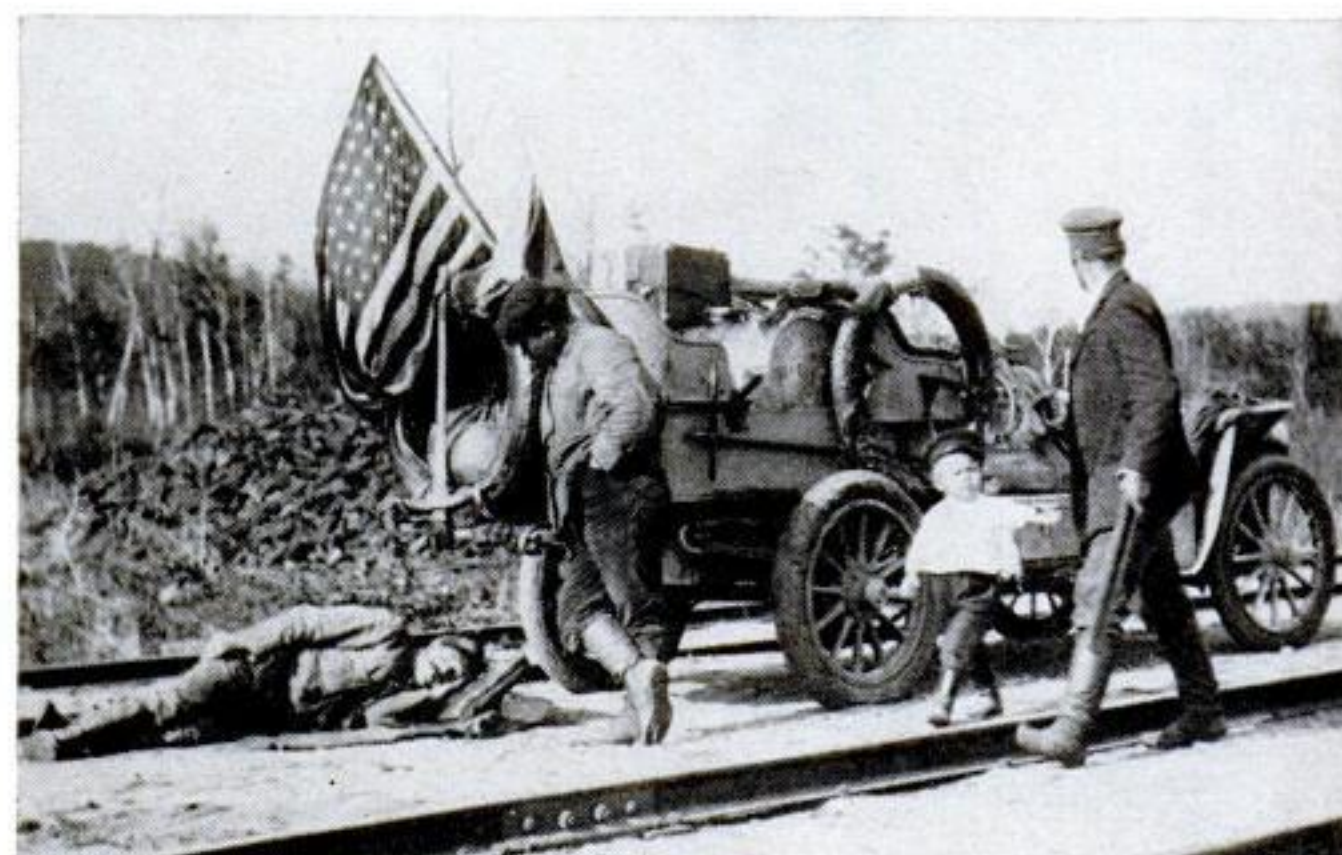
*The big green T flags your best T-shirt buy
Guaranteed not to shrink out of fit*

Ask for Munsingwear men's and boys' underwear, sleepwear, socks and sports shirts. Manufactured and sold in Canada by Stanfield's Ltd., Munsingwear, Inc., Minneapolis 5, Minnesota.

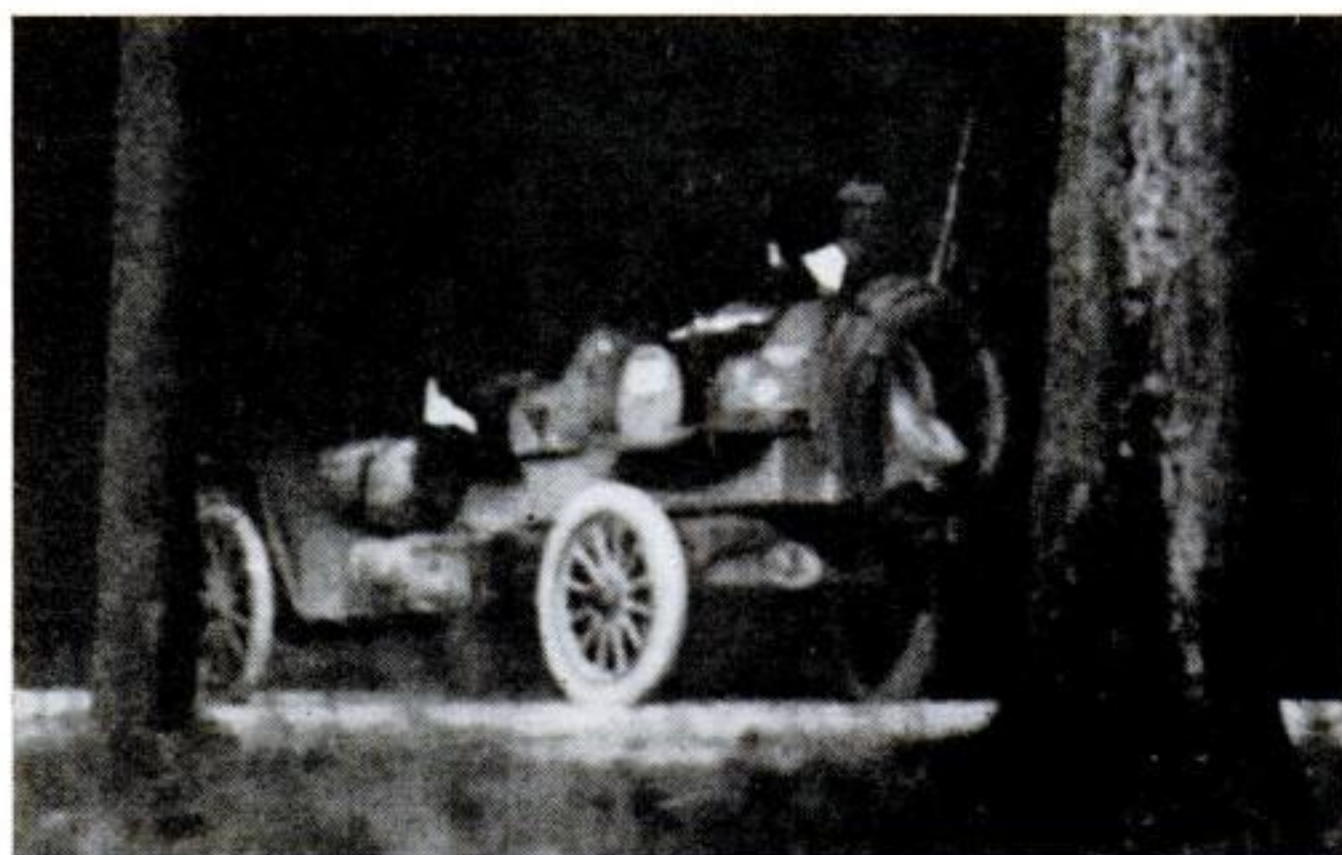
LONGEST AUTO RACE CONTINUED



BROKEN DOWN in July, the crew lost five days in a Siberian village blacksmith's shop trying to forge some new teeth on the rear gear of the chain drive.



GETTING SOME SLEEP, one of the crew stretches out between wide-gauge railroad tracks in Siberia while another keeps a sharp eye out for any trains.



IN THE BLACK FOREST, Germany, the car ripped along on the good roads between Berlin and Paris. On level stretches the car sometimes hit 50 mph.



THE CREW who raced together across the U.S. was George Miller, T. Walter Williams, a New York Times reporter, Montague Roberts and George Schuster.



GEN. JOHN HUNT MORGAN WRITES OF OLD CROW

The man who later became the leader of the famous Morgan's Confederate Raiders offers to send Old Crow—"as good as ever went down your throat"—to Dr. Henry Fox of Lexington, Kentucky.

OLD CROW

Kentucky Straight Bourbon Whiskey

Military men, statesmen, journalists — all manner of public figures of a century ago — paid homage to Old Crow's quality, raising its reputation to the heights of legend. This very goodness is yours today — in the milder 86 Proof bottling or the world-famous 100 Proof Bottled in Bond.

TWO GREAT BOTTLINGS



"The Greatest Name in Bourbon"

LIGHTER,
MILDER
86 PROOF

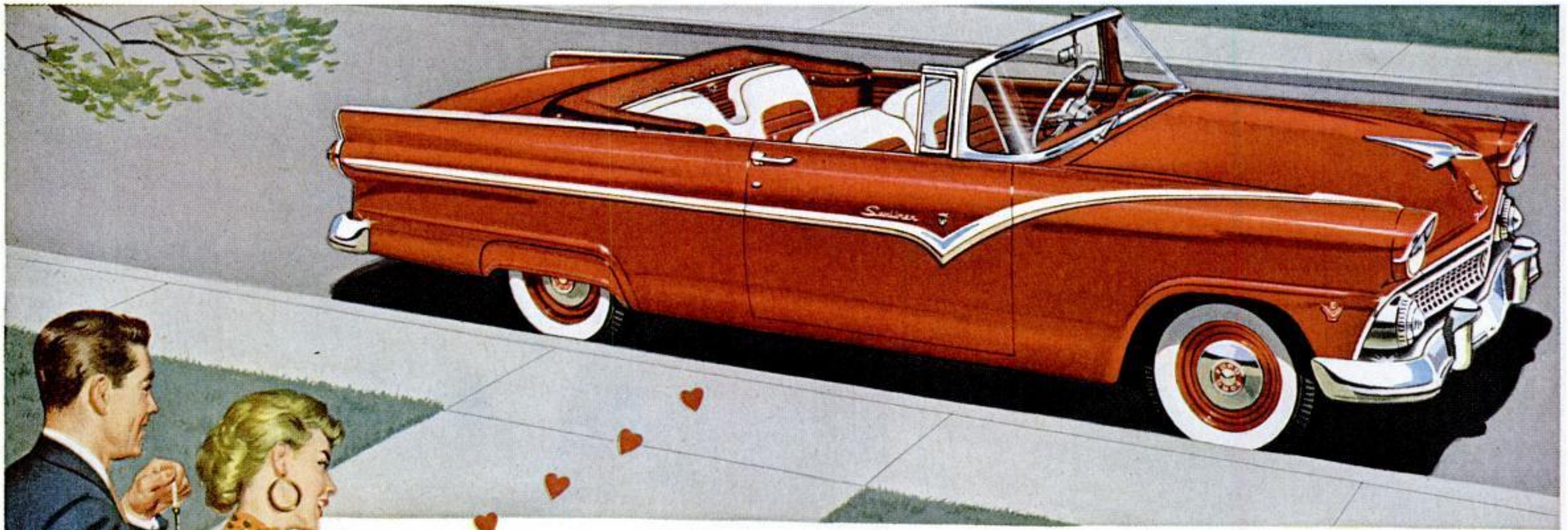
BOTTLED
IN BOND
100 PROOF



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First it warms your heart...

(That Thunderbird Styling!)

It's amazing how just *looking* at the '55 Ford gives so many people that wonderful feeling. Why not? There's "Thunderbird" written in almost every line . . . from the hooded headlights to the flat rear deck. Inside, you'll see exciting color harmonies in durable fabrics. All in all, there isn't a more *pleasing* car in sight.

Then it reads your mind...

(That Trigger-Torque Power!)

Behind the wheel of the new Ford, *you* become a new man. For under your foot lies response so eager and alive, you almost believe it's clairvoyant! This is Ford's Trigger-Torque power . . . and it replies to your driving demands with split-second agility. There's safety in power like this . . . to whizz you out of traffic snarls . . . and to pass you ahead when passing is called for. Three new stout-hearted engines to choose from. And at least a score of other new engineering features. Reading about it is nowhere near the fun of driving the new Ford. So why not visit your dealer today?



*Treat yourself to a Trigger-Torque
Test Drive in a new*

'55 Ford

LETTERS TO THE EDITORS



TURN PAGE SIDEWAYS TO RIGHT TO SEE WHAT THIS FACTORY IS

MODERN HOUSE; FIRE ESCAPE

Sirs:
Regarding photo on Miscellany page ("Modern House; Fire Escape," LIFE, May 2): about three years ago I took the enclosed photo. In horizontal position it looks like an industrial structure. A turn to the vertical will reveal fire escapes on side of building.

MEYER GREENBERG

Los Angeles, Calif.

PRODUCE AN EINSTEIN?

Sirs:
Thank you for your wonderful editorial, "Can We Produce an Einstein?" (LIFE, May 2). It is one of the best expositions on the need for basic research that I have seen. It has of this moment become required reading for all my students.

JOHN J. LUCIER

Ass't. Professor of Chemistry
University of Dayton
Dayton, Ohio

Sirs:
I would like to think America could produce an Einstein. But what college would accept such a candidate? His application would reveal that he was no athlete, that he had not been a "joiner," that he had no sponsor and that his grades were mediocre.

TOM QUEENAN

Boston, Mass.

Sirs:
One genius of Mr. Einstein's caliber every 50 years is enough. If the world had two or three at a time, we should be in bad shape. Einstein's Atomic Age is problem enough for the world to cope with.

MATT L. SHILLING

Newark, Del.

DEATH OF A GENIUS

Sirs:
Your article ("Death of a Genius," LIFE, May 2) has been an inspiration. I realized there is so much to be learned and I know so little. I am applying to myself Dr. Einstein's words of advice to Pat Miller: "Never lose a holy curiosity."

MARILYN SEROTA

Brooklyn, N.Y.

Sirs:
You quote Einstein, "I cannot accept any concept of God based on the fear of life or the fear of death, or blind faith." Later he says, "The mind can proceed only so far. . . . There

comes a point where the mind takes a leap . . . and comes out upon a higher plane of knowledge, but can never prove how it got there." Isn't this the very basis on which religious experience is founded and a complete refutation of Einstein's statement that he could not accept God on "blind faith"?

ELINORE PERKINS SIMPSON

Ridgewood, N.J.

BIG OAR AT CORNELL

Sirs:
That was certainly a clever article on rowing ("Pulling a Big Oar at Cornell," LIFE, May 2). However, it wasn't very clever to give Cornell top national rating. After your article appeared, Navy beat Cornell at Annapolis. So do you have any idea where Navy ranks these days?

BOB DETWEILER

Navy Crew '52, '53

Houston, Texas

● Navy beat Cornell by 6 feet on April 30. On May 7 Penn beat Navy by 90 feet, ending her three-year winning streak at 31 victories. Cornell explained its defeat by saying that ice on Lake Cayuga had made it impossible for the crew to get into top form for the race.—ED.

MUSEUM DIRECTOR'S CHOICE

Sirs:
Thank you for publishing Frederick B. Robinson's contribution to Museum Director's Choice ("Chardin Illumines a Humble Subject," LIFE, May 2). I have cut it out, not only for the beautiful reproduction of Chardin's still life, but for the clarity of Mr. Robinson's comment upon it.

MRS. WYNDHAM BLANTON

Richmond, Va.

THE BARONIAL BUSCHES

Sirs:
Thank you so much for printing the wonderful pictures of the Busch family ("The Baronial Busches," LIFE, May 2). Every one of them looks happy and very human: an example that many of us who are neurotic and worried might well follow.

COLDEN WHITMAN

Madera, Calif.

Sirs:
Isn't it dangerous to publish pictures of the Busch family? They have an income of millions but nothing

GENUINE REGISTERED
Keepsake
DIAMOND RINGS



Gown from the Hattie Carnegie Blue Room, New York City, designed especially for Keepsake

"... and it's a Keepsake!"

The flawless beauty of a Keepsake Diamond Ring echoes forever your priceless moments of shared laughter, familiar music, and tender memories. To symbolize your love, you'll want nothing less than a perfect Keepsake . . . because this perfect diamond gives you the finest brilliance, beauty and value.

Better jewelers everywhere feature Keepsake in many beautiful styles, at nationally advertised prices from \$100 to \$10,000.

The name Keepsake appears in the rings of those whose love deserves the finest . . . for the center diamond of every Keepsake engagement ring is a perfect gem, superb in color, cut and clarity, regardless of carat weight or price.

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A. MONTEREY Ring . . . 675.00
Wedding Ring . . . 150.00

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Wedding Ring . . . 125.00

C. VISTA Ring . . . \$250.00
Also \$100 to 2475

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*Man's Diamond Ring . . . \$125.00
Available at 75 to 250 to match all engagement rings.

D. LANSDALE Ring . . . \$150.00
Wedding Ring . . . 87.50

All rings available in either natural or white gold. Prices include Federal Tax. Rings enlarged to show details. ®Trade-mark registered.

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PHONE WESTERN UNION'S "OPERATOR 25" FOR YOUR KEEPSAKE JEWELER'S NAME

CONTINUED ON NEXT PAGE

When you're buying an Air Conditioner

TRY THIS!



A SIMPLE TEST DEMONSTRATES
INTERNATIONAL HARVESTER

No-Draft Cooling

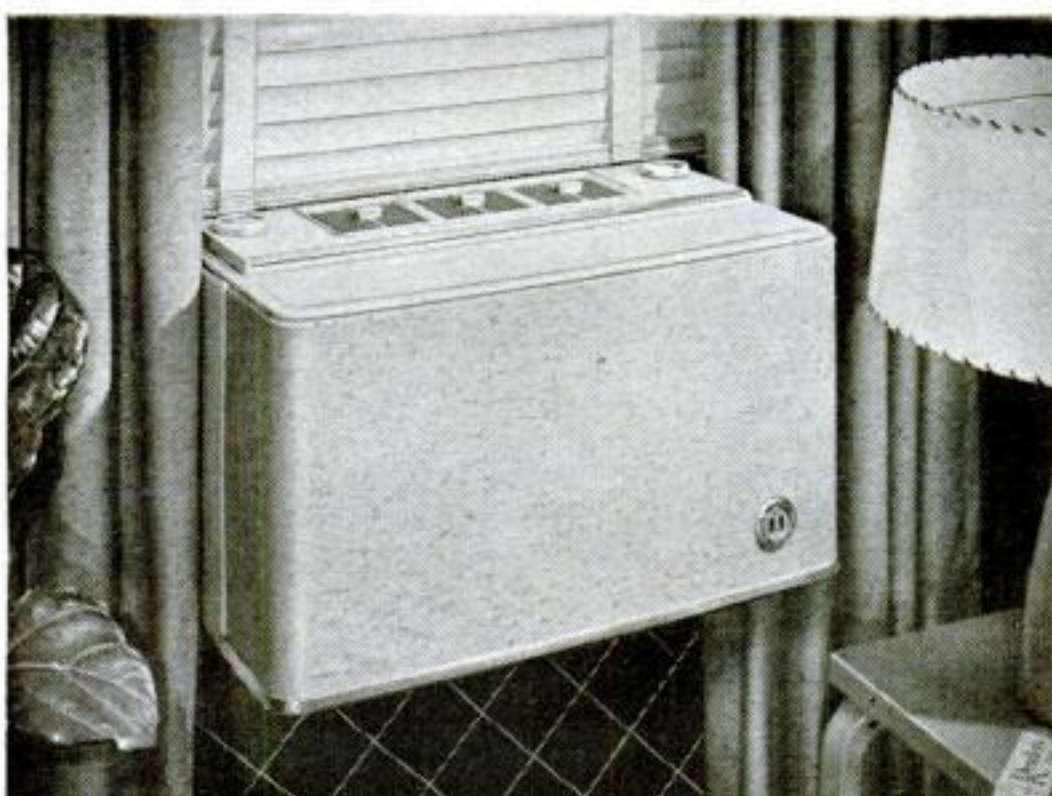


When you're shopping for air conditioners, make this test before you buy:

Hold a handkerchief or cleansing tissue up to the demonstrator models. Some air conditioners blow cold air out the front—watch how the draft blows your tissue right back at you!

Then hold it over an International Harvester Air Conditioner. See how IH breathes air out the top—up and away from you—spreads cool, clean, dry air quickly, quietly, all over the room—but never blows at the back of your neck. It's what we mean by "No-Draft Cooling." It keeps you so cool, so comfortable—and you never feel a draft.

IH IS YOUR BEST BUY, TOO...HERE'S WHY:



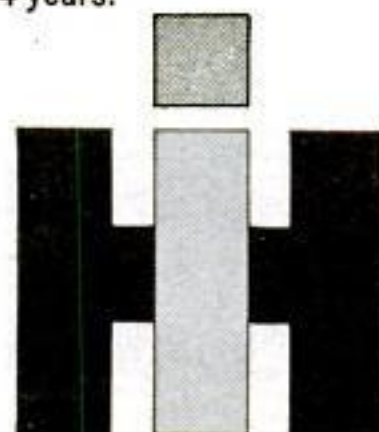
The air conditioner you can decorate to harmonize with your room. Sizes from 1/2 to 1 hp.—see them at your IH dealer.

You can own an IH for less than \$2.50 a week
after small down payment

**INTERNATIONAL
HARVESTER**

180 N. Michigan Ave., Chicago 1, Ill. International Harvester also builds Freezers
... Refrigerators ... Dehumidifiers ... McCormick Farm Equipment and Farmall
Tractors ... International Trucks ... International Earthmoving Equipment.

- **Cools more air!** King-size cooling coils cool far more air than most other air conditioners. Cool it more quickly, too—you can feel the difference in three minutes or less.
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- **Costs less, too!** Lower original cost—because a smaller IH unit does a bigger cooling job. Lower operating cost—thanks to electricity-saving Automatic Thermostat and famous IH "Tight-Wad" Compressor.
- **Engineered by IH!** Famous for precision products for 124 years.



LETTERS TO THE EDITORS

CONTINUED

better to do than drive a team of six white mules about a private deer park. Think of the effect on millions of families who have to get along on a couple of thousand dollars a year!

UPTON SINCLAIR

Corona, Calif.

Sirs:

I was quite disappointed that you didn't show the first Adolphus Busch.

JAMES ARTHUR SLATTERY

Houston, Texas



FIRST ADOLPHUS BUSCH

CITADEL DESTROYED BY REDS

Sirs:

Lin Yutang's article on Nanyang University ("How a Citadel for Freedom Was Destroyed by the Reds," LIFE, May 2) was of extreme importance. The free world can scarcely afford to let such a victory go unchallenged. Perhaps the millions spent in strengthening Asia could be spent more profitably in establishing, with the help of Dr. Lin Yutang and other Chinese educators, a truly free university in southwest Asia.

RAYMOND TYLER

Logansport, La.

Sirs:

Undoubtedly Dr. Lin and his family were in danger. He should have sent his family home, then defended himself in the press and in every democratic medium before he resigned.

BERNARD ORR

Philadelphia, Pa.

Sirs:

As the father of a very disappointed boy who had looked forward to attending Nanyang University, I can shed some light on the dismal affair. The idea of a "Chinese university" was

CONTINUED ON PAGE 20

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the Glare**



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See the difference! Hold a pair of Polaroid Sun Glasses vertically and look at the glare off a shiny surface. Then: turn them to a wearing position. See how Polaroid turns off reflected glare completely.



Try the
Polaroid
Turn-off test
at your
drugstore



*U. S. REG. BY POLAROID CORP.

Polaroid
SUN GLASSES

MANY NEW STYLES AND COLORS

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Dr. Scholl's

The name that means Foot Relief the world over!



Wm. M. Scholl, M.D.

A pioneer in modern ways of relieving painful feet a half century ago, Dr. Scholl's scientific methods are today accepted as the standard of the world. There are over 100 different original formulations and designs in Remedies, Pads, Plasters, Insoles, Appliances, Arch Supports and Shoes by Dr. Scholl for meeting the needs of everyone with a troublesome foot or shoe problem. Let that name be *your* guide to foot happiness.

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Dr. Scholl's—the most complete Foot Comfort® Service in America!

If you have a troublesome shoe or foot problem, you have at your command the most comprehensive, highly developed Service of its kind to be had under one roof anywhere. Below is a partial list of stores where experts skilled in Dr. Scholl's scientific methods serve you. FOOT TEST is free.

JUST LIKE WALKING ON PILLOWS!

**Dr. Scholl's
AIR-PILLO INSOLES**

Made of soft Latex Foam, these air-cushioning, air-ventilating Insoles make every shoe an air-cushioned shoe for only 60¢!

1. Relieve painful Callouses, Tenderness, Burning on bottom of feet, sore heels.
2. Give foot a soft cushion to rest on.
3. Perforated to help keep feet dry, cool.



Dr. Scholl's BALL-O-FOOT CUSHION

Made of Soft LATEX FOAM. Loops over toe. No adhesive.

You actually walk on soft cushions!

Quickly relieves Painful Callouses, Burning, Tenderness at Ball of Foot. Flesh color, washable. Only \$1.00 a pair.



If you suffer from pain, callouses, burning due to a weak or fallen Metatarsal Arch, Dr. Scholl's Metatarsal Arch Support and exercise will give you quick relief from this distress. Light, flexible, adjustable. Slip into any shoe like an insole.



Dr. Scholl's Zino-pads and Plasters are made in 20 different types and sizes for relieving Sore Toes, Tender Spots, Hard Corns, Soft Corns between toes, Callouses, Bunions, Hammer Toes and Tailor Bunions.



Dr. Scholl's Foot-Eazers and Arch Supports are made in all sizes and shapes for relieving Weak, Fallen Arch and Flatfoot. Light, flexible, adjustable. Expertly fitted.



Dr. Scholl's Appliances for the relief and protection of Bunions, Enlarged Joints, Hammer Toes, Crooked Toes and Tailor Bunions are made in 11 different types. Worn invisibly. Help conceal unsightly enlarged joints.



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Houston, Texas	1420 Main St.	Springfield, Mass.	320 Dwight St.
Huntington Park, Cal.	7007 Pacific Blvd.	Syracuse, N. Y.	436 S. Warren St.
Indianapolis, Ind.	205 West Washington St.	Toledo, O.	322 Superior St.
	Jackson Heights, N. Y.		Tiedtke's
	82-16 Roosevelt Ave.	Trenton, N. J.	27 East Hanover St.
Jamaica, L. I., N. Y.	89-57 164th St.	Upper Darby, Pa.	7054 Garrett Rd.
Joliet, Ill.	14 East Clinton St.	Washington, D. C.	The Hecht Co.
Kansas City, Mo.	1021 Grand Ave.		S. Kann Sons Co.
	The Jones Store	White Plains, N. Y.	169 Mamaroneck Ave.
Kenosha, Wis.	5823 Sixth Ave.	Wilkes-Barre, Pa.	Pomeroy's, Inc.
Lancaster, Pa.	26 West Chestnut St.	Wilmington, Delaware	5 West 4th St.
Lansing, Mich.	216 North Washington St.	Worcester, Mass.	47A Pleasant St.
Lincoln, Neb.	Gold & Co.	Yonkers, N. Y.	359 S. Broadway, Sehi, Inc.
Long Beach, Calif.	412 American Ave.		
Los Angeles, Calif.	429 West 7th St.		
Louisville, Ky.	Sears, Roebuck & Co.		
	Ben Snyder, Inc.		
Milwaukee, Wisc.	719 N. Milwaukee St.		
Minneapolis, Minn.	930 Nicollet Ave.		
	L. S. Donaldson Co.		

CANADA

Hamilton, Ont.	38 King St. East
London, Ont.	428 Clarence St.
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Toronto, Ont.	142 Yonge St.
Quebec, P. Q.	323 Charest Blvd.



Dorothy Kilgallen SHOWS YOU THE PROOF

AMERICA'S FINEST RUG CUSHION
RUBBER-TOP

BY *Allen* MORE THAN
DOUBLES THE LIFE OF
YOUR RUGS AND CARPETS

Note how threadbare this carpet is—
not protected by RUBBER-TOP.

Look at the difference! This carpet
protected by RUBBER-TOP.

HERE'S THE PROOF OF RUBBER-TOP PROTECTION

Shown to the right, actual photographs
of 2 pieces of carpet—cut from the
same roll—which were tested with the
same number of revolutions on a U. S.
Bureau of Standards regulation type
carpet tester . . . see how the one with
RUBBER-TOP was protected.



PROVE IT under your own rugs and carpets!

RUBBER-TOP (44 oz. Terra Cotta Red) patented rubberized waffled top, ribbed rubberized back, shock absorber center, re-doubles the life of rugs and carpets and affords maximum walking comfort . . .

Also ask your floor covering dealer to show you Allen RUBBER-LOC, America's Luxury Cushion—52 oz. Chlorophyll Green.

Allen—a leading manufacturer
of automotive trim—also specially
designed automotive upholstery
and insulating padding.



"A TREAT FOR
WEARY FEET"

ALLEN INDUSTRIES INC., CARPET CUSHION DIVISION, DETROIT 7, MICH.

LETTERS TO THE EDITORS

CONTINUED

not born in the proper atmosphere of public service and higher education. Multimillionaire Mr. Tan Lark Sye first had the inspiration in his "millionaire's club" at Tanjong Rhu, Singapore, where mahjong games go on all night. The local press got wind of it, and whooped it up. The unfortunate advance publicity resulted in Mr. Tan and his colleagues' sounding the battle cry of a "first-class university." The Nanyang debacle cannot be blamed on Lin—but he has turned the whole thing into a highly colored and oversimplified affair.

LIM SAK TON

Singapore, Malaya

FRIENDS OF WEST SPEAK UP

Sirs:

Quite apart from other matters settled at Bandung ("Friends of the West Speak Up," LIFE, May 2), I notice LIFE, in the map, has settled the status of a significant portion of the earth. You transferred approximately 150,000 square miles of the island of New Guinea from the Kingdom of the Netherlands to the Republic of Indonesia.

DANIEL F. MAHONEY

Riverdale, N.Y.

● The western half of New Guinea, which LIFE mistakenly indicated as Indonesian, is still under Dutch rule. Indonesia disputes this claim, has appealed to the U.N.—ED.

A LOOK AT WORLD'S WEEK

Sirs:

As a World War II Marine veteran I think the picture of that Arab beheading (A Look at the World's Week, LIFE, May 2) is the most revolting thing I have ever seen.

TED HOBSON

Columbus, Ohio

EV'RYTHIN'S UP TO DATE

Sirs:

Your lovely color pictures of *Oklahoma!* ("Ev'rythin's Up to Date," LIFE, May 2) photographed with the new Todd-AO process are unbelievably beautiful. As a former New Yorker, now dyed-in-the-wool Arizonian, I suggest that anyone who wants to see what it's like in Arizona be sure and see *Oklahoma!*

EVELYN H. GAGE

Mesa, Ariz.

Please send



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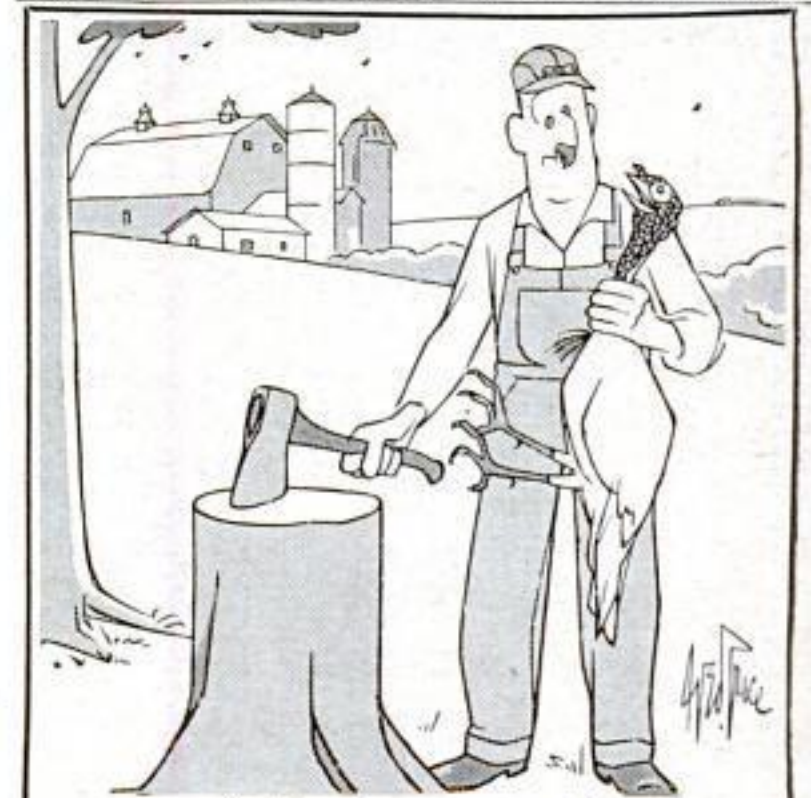
Give to your newsdealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill. L-3421



PICK A
PICCOLINO
STRYPE

FREE-AND-EASY is the way they like it at the Lido—in smartly-cut briefs like Piccolino. Half Celaperm, half Lastex. Absolutely colorfast even to salt water. It has that famed McGregor built-in support. \$3.95

McGREGOR



"My last request is
that they serve me with
Durkee's FAMOUS!"

DURKEE'S FAMOUS SAUCE

Not only cold turkey, but many other foods take to Durkee's FAMOUS "just naturally". It adds a unique, delicious flavor to sea food, and it's a perfect seasoning for casseroles, salad dressings and sandwiches. Take your cue from famous dining places and use this distinctive sauce to pep up your menus.

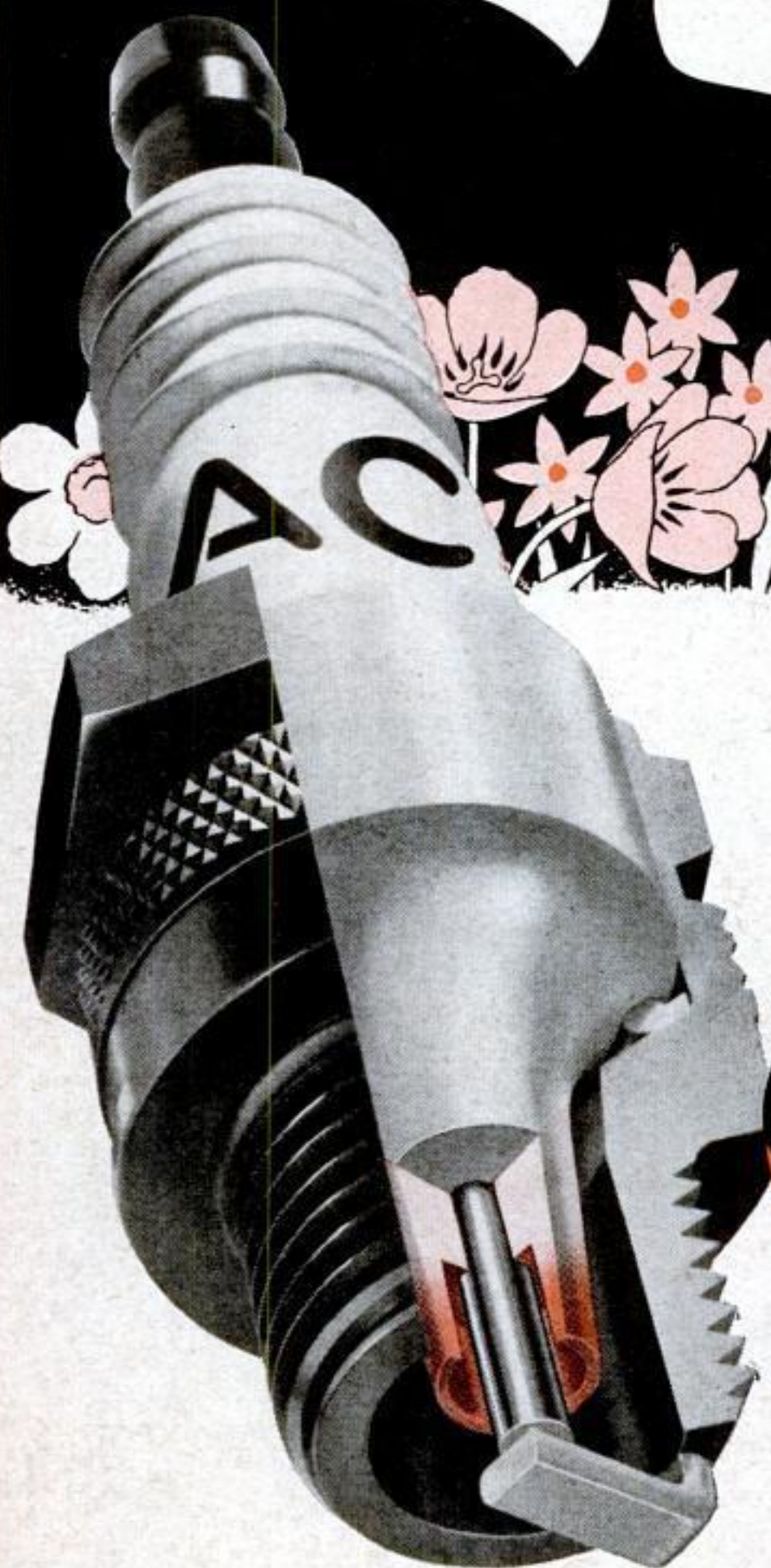
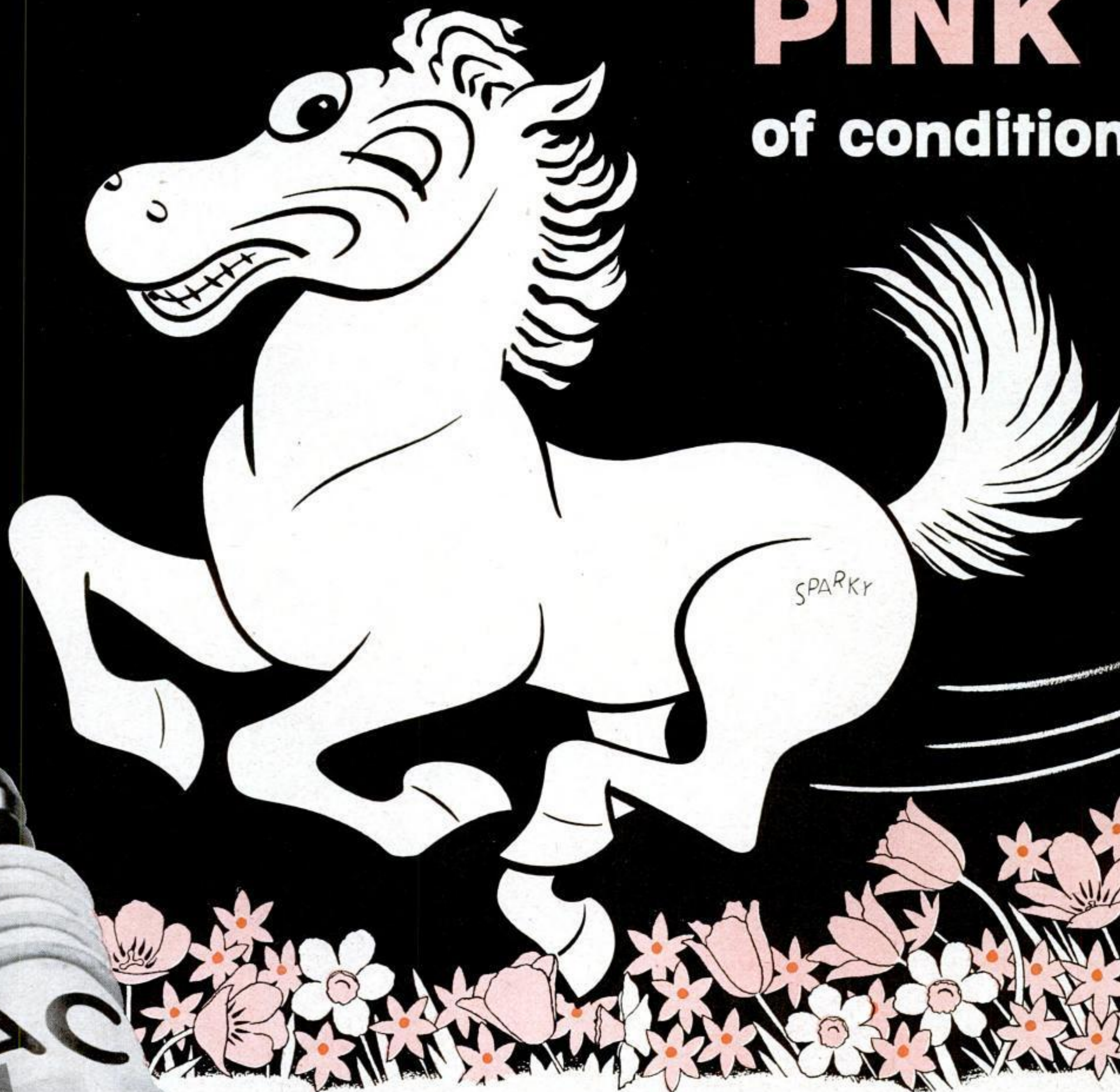


One of Durkee's Famous Foods

ESKA tractorcycles
authentic scale models of
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for The Youth of America
—at the better stores!

Keep your car  in the

PINK
of condition!



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CALL FOR LIVELY PLUGS

Be Our Guest
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Pink in spark plugs may be a startling idea, but that's what you get with ACs!

Well, maybe not *exactly* pink. But AC insulator tips are specially designed to turn from white . . . to pink . . . to a bright rosy red within seconds of the time you start your car. And, that's the exclusive AC Hot Tip!

You see, AC Spark Plugs with the recessed, thin tip heat up faster, burn away carbon and oil deposits that foul ordinary plugs. That's why AC's Hot Tip feature means quick, sure starts, greater gas mileage and greater engine performance.

Keep *your* car in the pink of condition with a new set of AC Hot Tip Spark Plugs every 10,000 miles.

STANDARD FACTORY EQUIPMENT ON MORE THAN HALF OF ALL CARS BUILT TODAY!

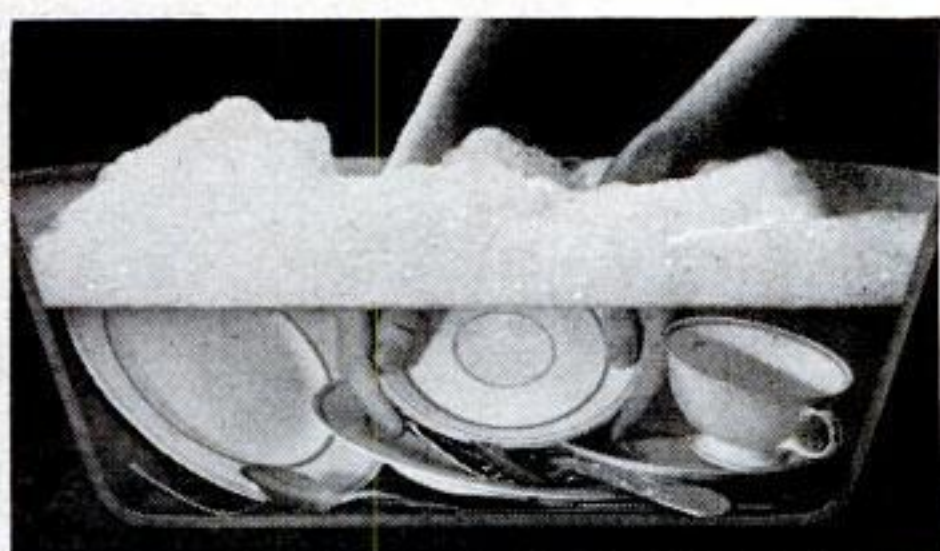
Now dishwashing can be...
ALMOST NICE!



Joy smells nice. Open up the gay bottle and notice. No laundry-room odor.

Procter & Gamble announces the greatest improvement

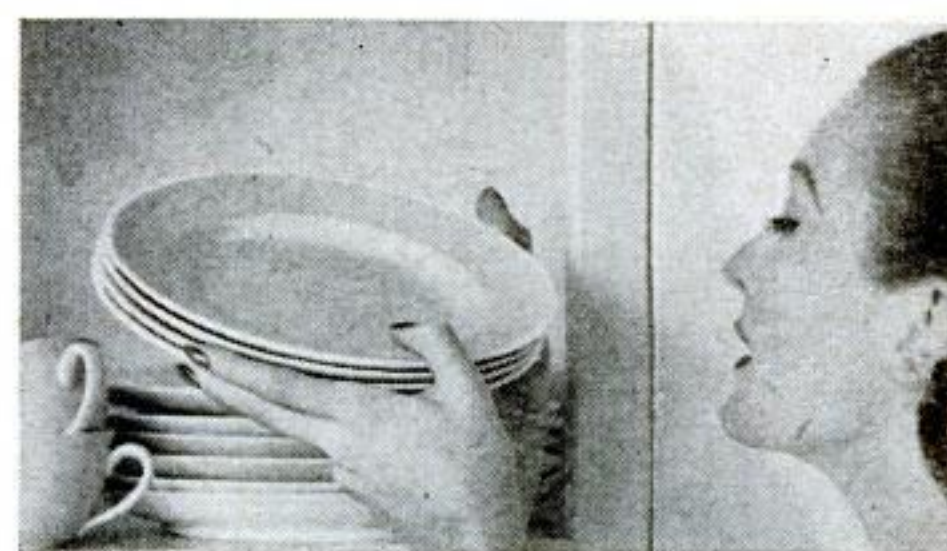




Ends greasy dishwashing. This underwater picture of dishwashing shows you how fresh and clear dishwater stays—with Joy.



No streaks or greasy film. Glasses and dishes dry sparkling clean right in the rack. No wiping necessary.



Gets the job done quick. New Joy gets you away from the kitchen and back with the family—fast.

the New Instant Joy— in mildness...ever!

The New Instant Joy—
the famous fast-acting dishwasher—
is now the mildest possible detergent
you can buy...liquid or powder

Dishwashing still isn't fun. But New Instant Joy makes it—well, almost nice.

With new Joy, you're away from the dishpan fast. Dishes feel cleaner. Your hands stay soft and nice (it's the *mildest* possible detergent you can buy—including all leading liquids and powders). And, oh yes, the dishwater—look how fresh and clear it stays. Joy puts an end to greasy dishwashing.

So think of your hands. Think of yourself. Get new Joy, made especially for dishes, and make dishwashing almost nice. Tonight.

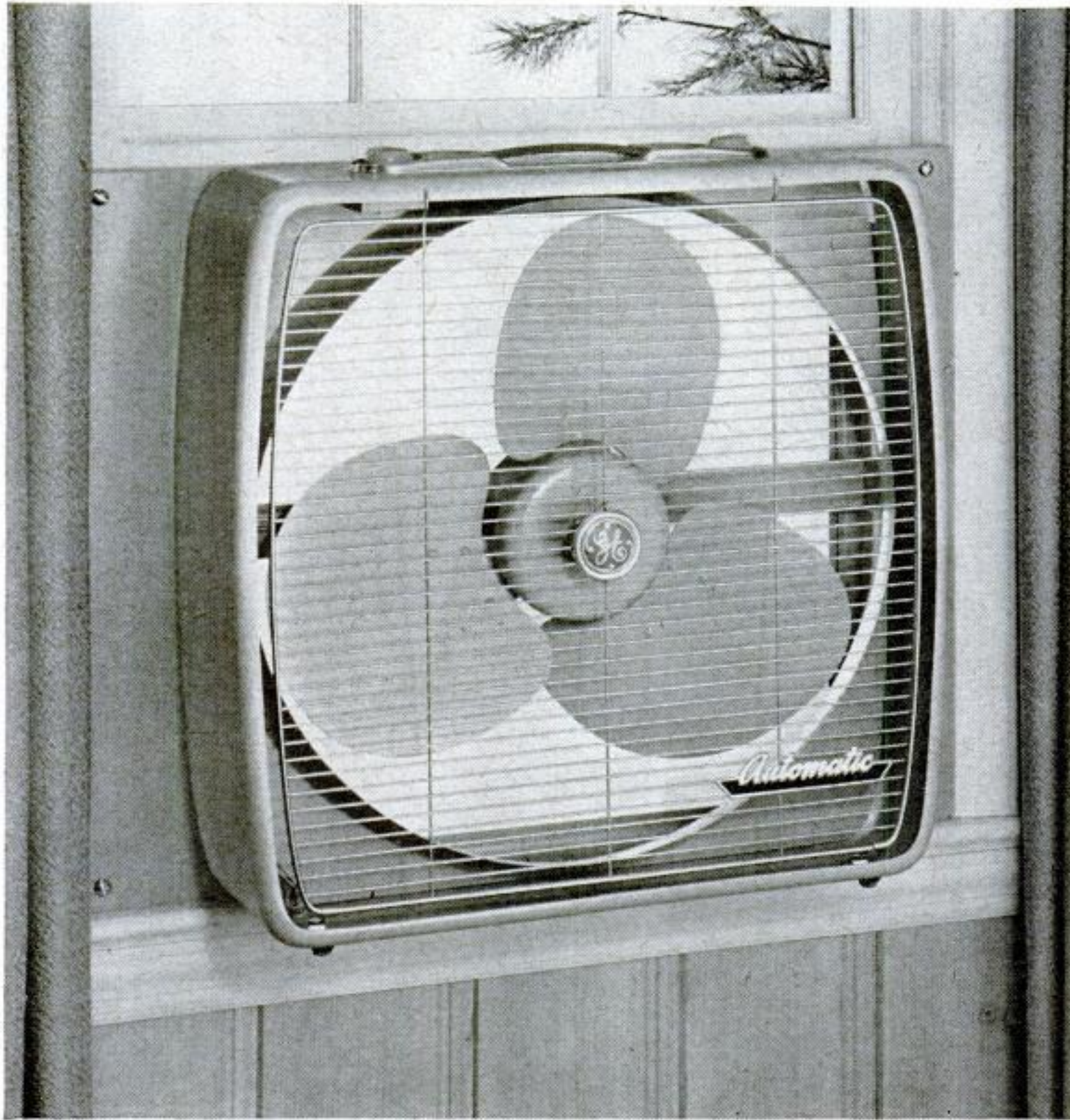


*You'll find
the new Joy
in the same
familiar carton.*

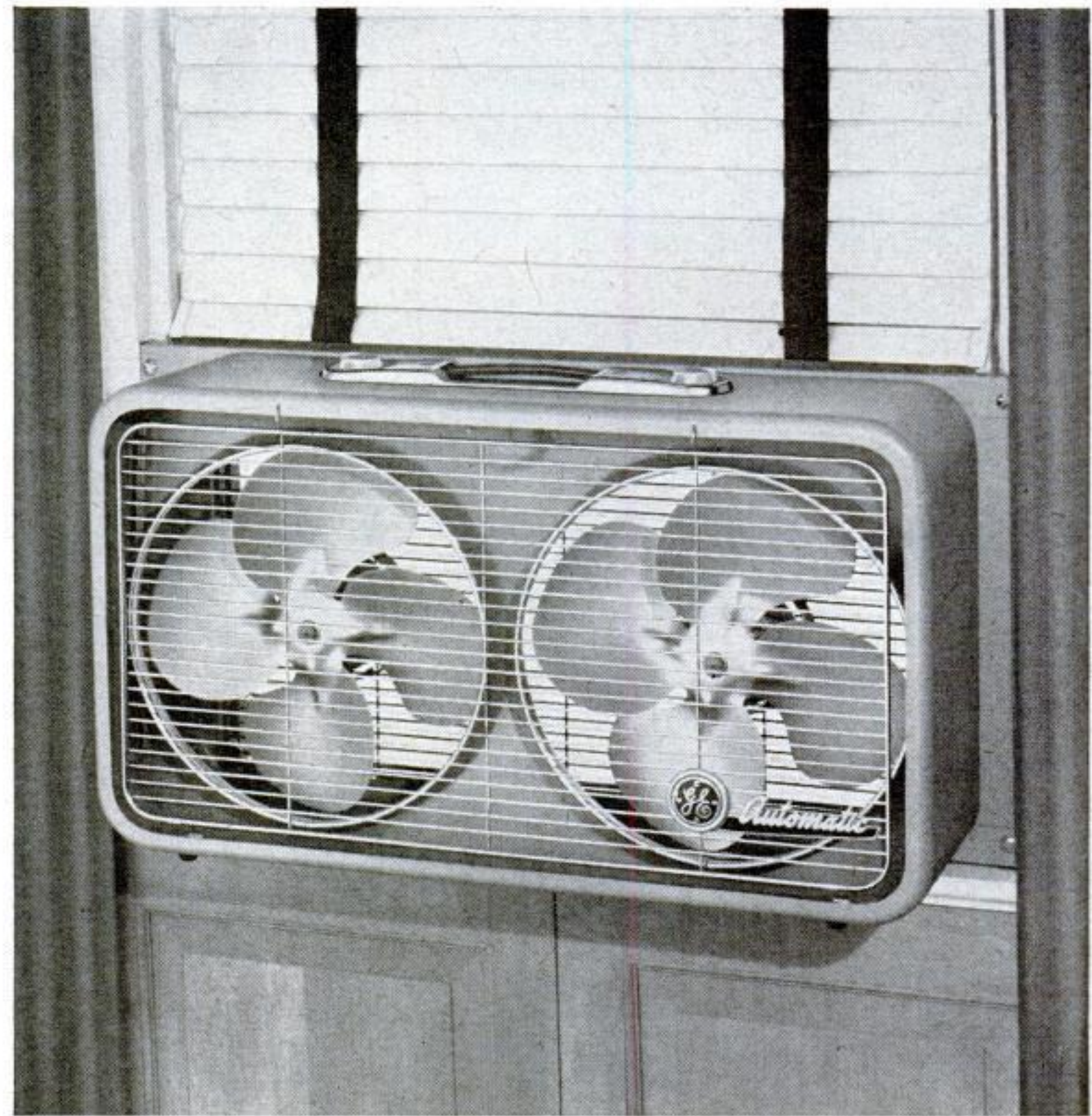


*Because it's concentrated,
one tiny capful does a big
panful.*

Penny for penny, New Instant Joy does more dishes than any other product... liquid or powder.



G-E 20" AUTOMATIC WINDOW FAN. Cools up to five rooms ...circulates 4,000 C. F. M. Turns on and off automatically. Only \$6995*



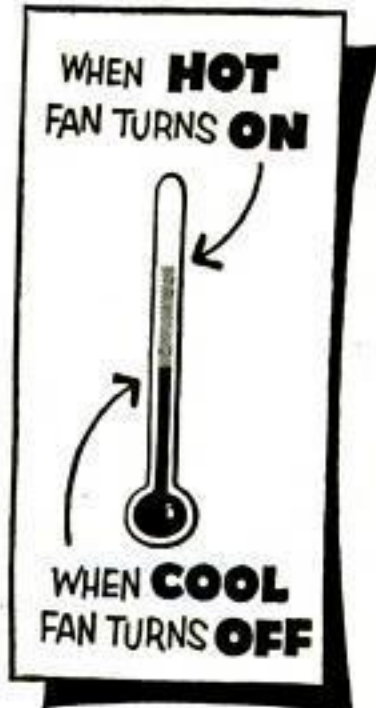
G-E AUTOMATIC TWIN-FAN VENTILATOR. Fits either sash or casement windows. Portable. Also has thermostat control. Only \$6495*

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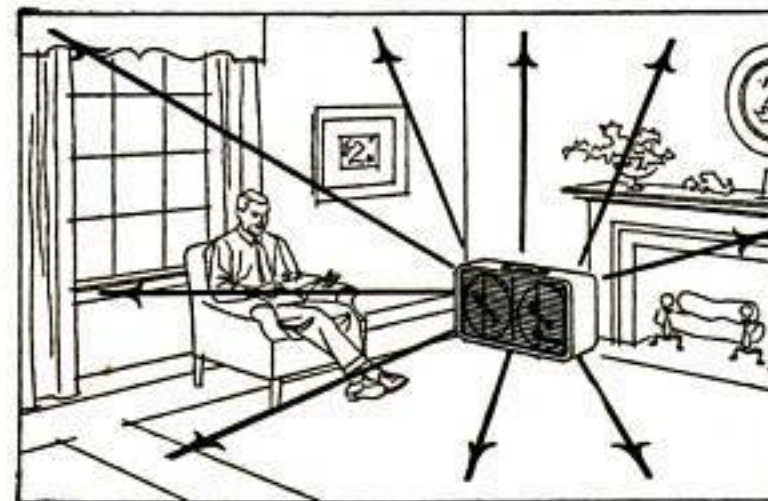
THEY'RE AUTOMATIC

G-E Window Fans turn themselves ON and OFF as the temperature rises or drops. No more going to sleep warm—waking up in a chilly breeze. A G-E Automatic Window Fan guards your comfort all night long. It's truly low-cost room cooling—and with no installation cost, either!

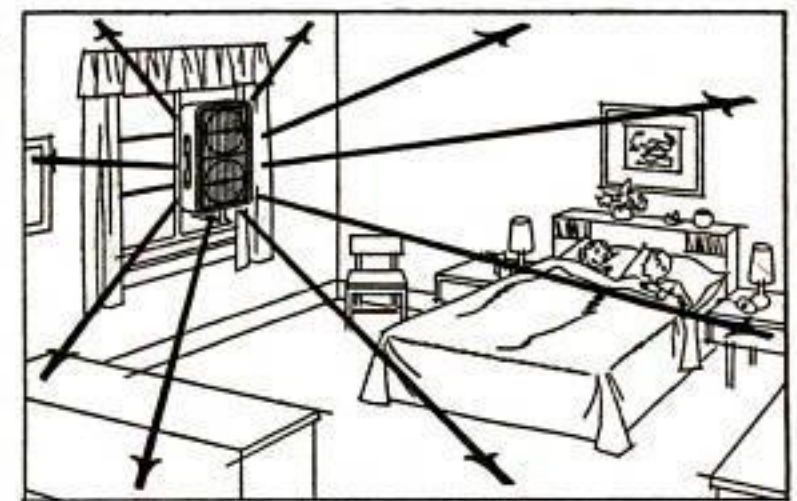
Safety Features! These fans were designed to protect children and pets...and they are easy to clean, too! And—whether you set the three-speed switch for a gentle or robust breeze—your G-E Window Fan gives extremely quiet performance.

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THEY'RE PORTABLE—FOR TWO COOLING JOBS!



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BY NIGHT—A VENTILATOR!

mounting panel makes it possible to reverse these fans effortlessly. They fit snugly in either wide or narrow windows. Completely portable—easily carried from room to room.

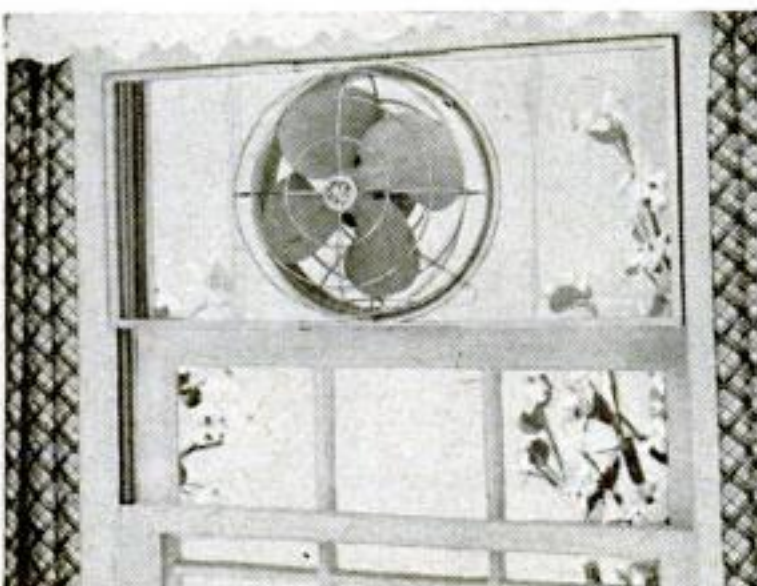
G-E FANS as low as \$17.95*!

G-E Fans sell out fast when it's hot... so buy a fan today and keep cool all summer long.

*Manufacturer's recommended retail and Fair Trade price. Automatic Blanket and Fan Dept., Small Appliance Division, General Electric Company, Bridgeport 2, Connecticut.

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GENERAL  ELECTRIC



G-E YEAR-ROUND WINDOW VENTILATOR!

Quickly exhausts air from hot kitchens—stuffy rooms. Unbreakable "see-thru" panel lets in sunlight—allows view. Easily reversible. Fan snaps out for use as table, floor or wall fan. Only \$3495*



STUDENTS OF URANIUM PROSPECTING COURSE AT COLORADO'S MESA JUNIOR COLLEGE DEPLOY OVER MINE NEAR LA SAL, UTAH FOR A LOOK AT URANIUM ORE

HISTORY'S GREATEST METAL HUNT

Photographed for LIFE by ANDREAS FEININGER

The greatest metal hunt ever known to man is on and the largest number of prospectors in history have joined the search. Along with thousands of full-time uranium prospectors in the U.S. and Canada, some 10,000 people spend weekends tramping the hills for uranium—and vacation will swell the numbers. Colleges are giving classes in uranium prospecting for amateurs (*above*). Since 1952 the Atomic Energy

Commission estimates more man-hours have been spent in the quest for uranium than were spent seeking all the other metals in history.

The novice prospectors are found in greatest numbers in the Colorado plateaus, where most U.S. uranium ores are now mined. But the quest is steadily spreading to all parts of the country where traces of the mineral have been found—in the coastal plains of Texas,

the hills around Spokane, the Sierra Nevadas.

But while traces of uranium are everywhere, commercial deposits are frustratingly few. The amateur prospector's minimum reward is an exciting—if sometimes dangerous—outdoor adventure and there is always the chance he will make that rare, bonanza discovery. On the following pages LIFE offers a basic guide to the amateur uranium seeker.

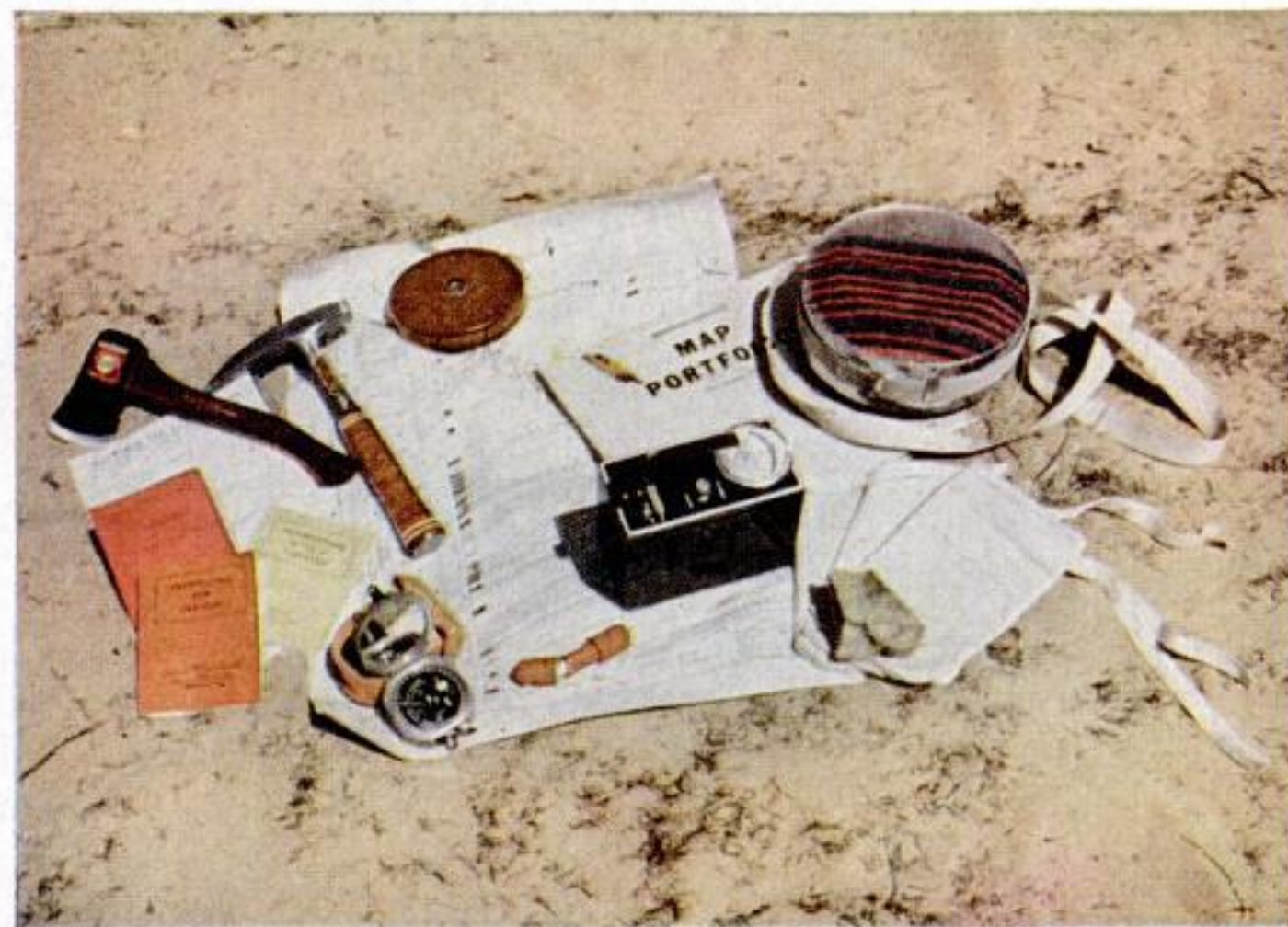


COMPLETE EQUIPMENT (ITEMIZED BELOW) FOR THE WELL-HEELED PROSPECTOR, DISPLAYED IN UNAWEEP CANYON IN COLORADO, COSTS \$3,529, RANGING FROM

THE MOST AND THE MINIMUM IN PROSPECTING EQUIPMENT

The initial outlay for the uranium prospector can vary widely. The ultimate-in equipment (*above*) begins with a four-wheel drive jeep (\$1,685). Other gear on the ground from left foreground includes an Army surplus knapsack (\$3), ore sample sacks (25¢ each), green-topped scintillation counter (\$647), an assay kit (\$12.50), a black Geiger counter (\$350), wooden carrying case for Geiger counter and spare batteries (\$25). Clustered around AEC geologic section drawing in right foreground are map portfolio (\$10), ore pick (\$4), portable drawing board (\$7.50), 100-foot tape for measuring claims (\$12.50), Brunton compass and case (\$47), official AEC and AECB of Canada prospecting handbooks (\$1.40 for all three) and claim notices (25¢ for pad of 100). At left rear is a probe and reel assembly (\$655) for detecting radioactivity in drill-holes. Camping gear, from shovel against jeep fender to coffee pot at right rear, costs about \$68.

The essentials for part-time prospecting, shown at right, are a good Geiger counter (\$98.50), canteen, ore sacks, maps, hatchet, pick, compass, tape, booklets, claim notices and snakebite kit. At bottom of opposite page are eight popular radiation counters. In front from left are The Snooper (\$29.95), Lucky Strike (\$99.50), Vic Tic (\$125), Babbel Counter (\$350), Bismuth Nucleometer (\$1,295), all Geiger counters. From left rear are the most popular model, Scintillator IIIB (\$495), Mt. Sopris (\$647) and Royal scintillation counters (\$1,995).



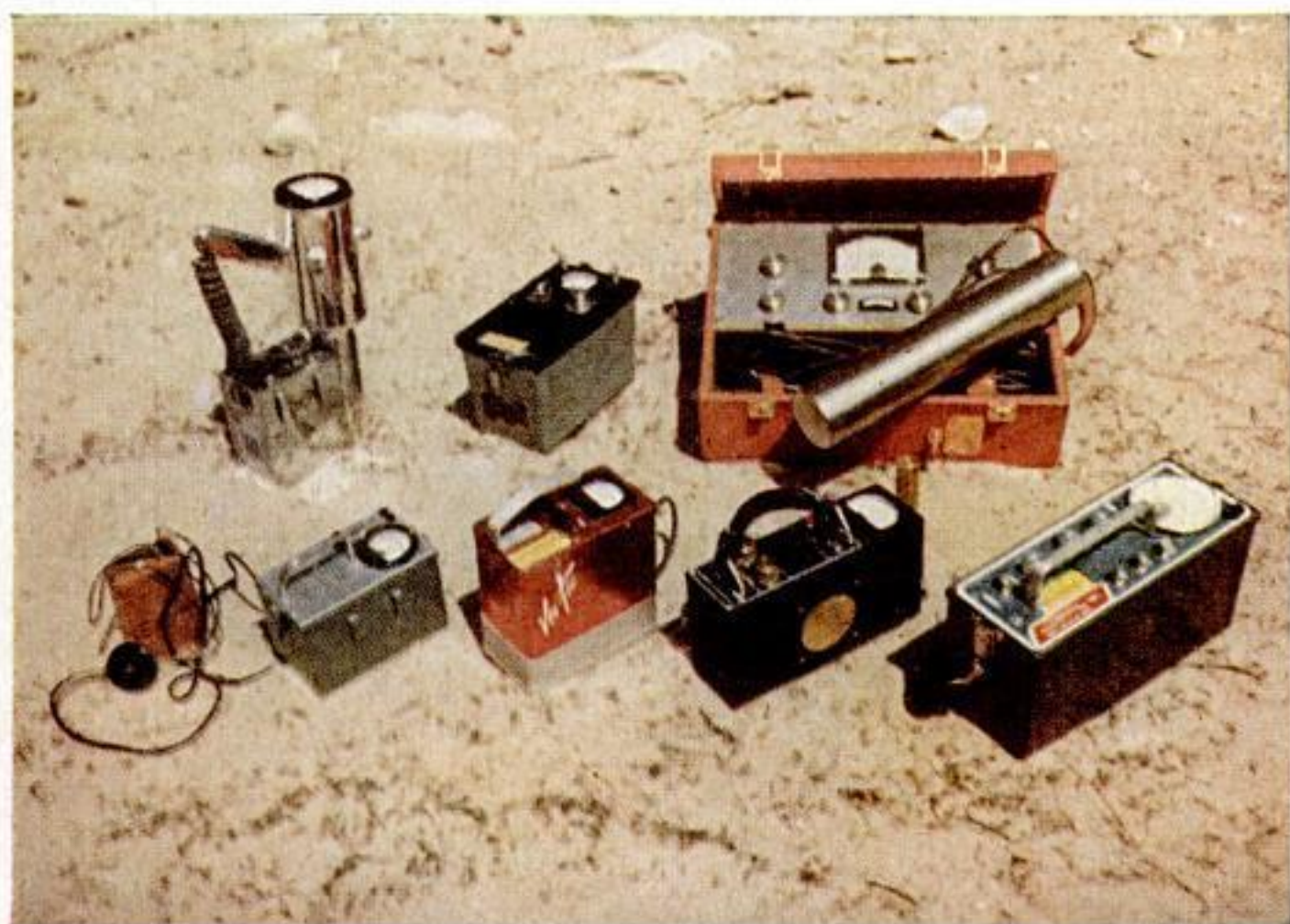
BASIC PROSPECTING KIT IS \$180 INCLUDING \$98.50 FOR A GEIGER COUNTER



CAMPING GEAR TO THREE RADIATION COUNTERS



PROSPECTING DUDS ARE GIRL'S "DIGGERETTE JR." SUIT, MOTHER'S "U-235" SUIT, FATHER'S "SMOCK"



RADIATION COUNTERS COST FROM \$30 (LEFT, FRONT) TO \$1,995 (RIGHT REAR)

AS THOUSANDS GO PROSPECTING A NEW INDUSTRY OUTFITS THEM

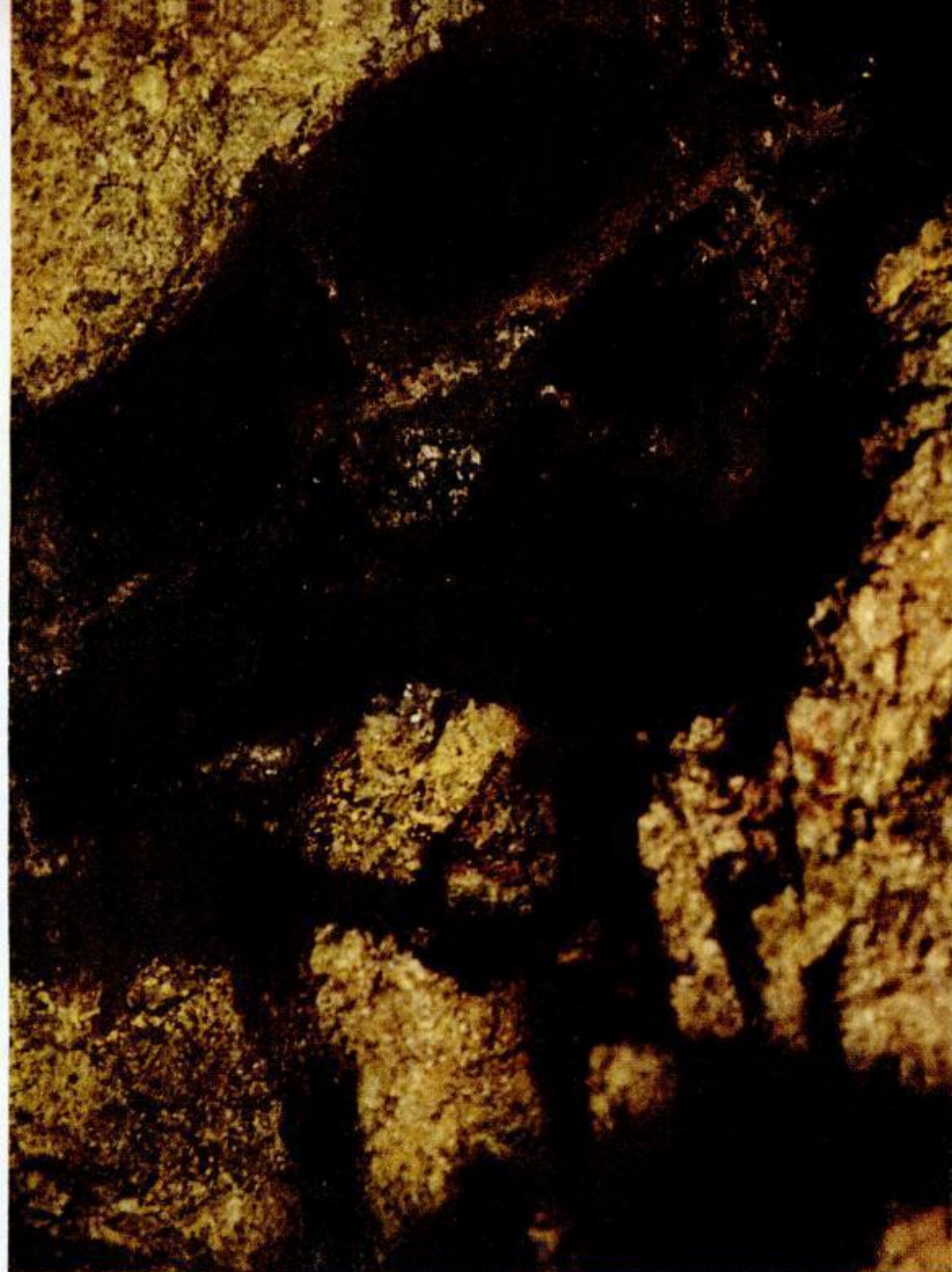
The great uranium hunt has brought a suddenly burgeoning uranium equipment business. Many of the companies which now outfit prospectors did not exist 10 years ago. Firms like Precision Radiation Instruments of Los Angeles and Nuclear Instrument & Chemical Corporation of Chicago, which make the radiation counters required for uranium hunters, have been formed since then and reached million dollar success.

At first uranium gear moved through traditional mining equipment channels, but the vast amateur turnout has changed all that. Sears, Roebuck and Montgomery Ward now list Geiger and scintillation counters in their catalogs and report sales are skyrocketing. Clothing makers, responding to the amateur boom, have created dudish prospecting costumes (above), wearing which will harm no one. With this equipment searchers have to know what uranium ores look like. This is on the next page.

CONTINUED ON NEXT PAGE



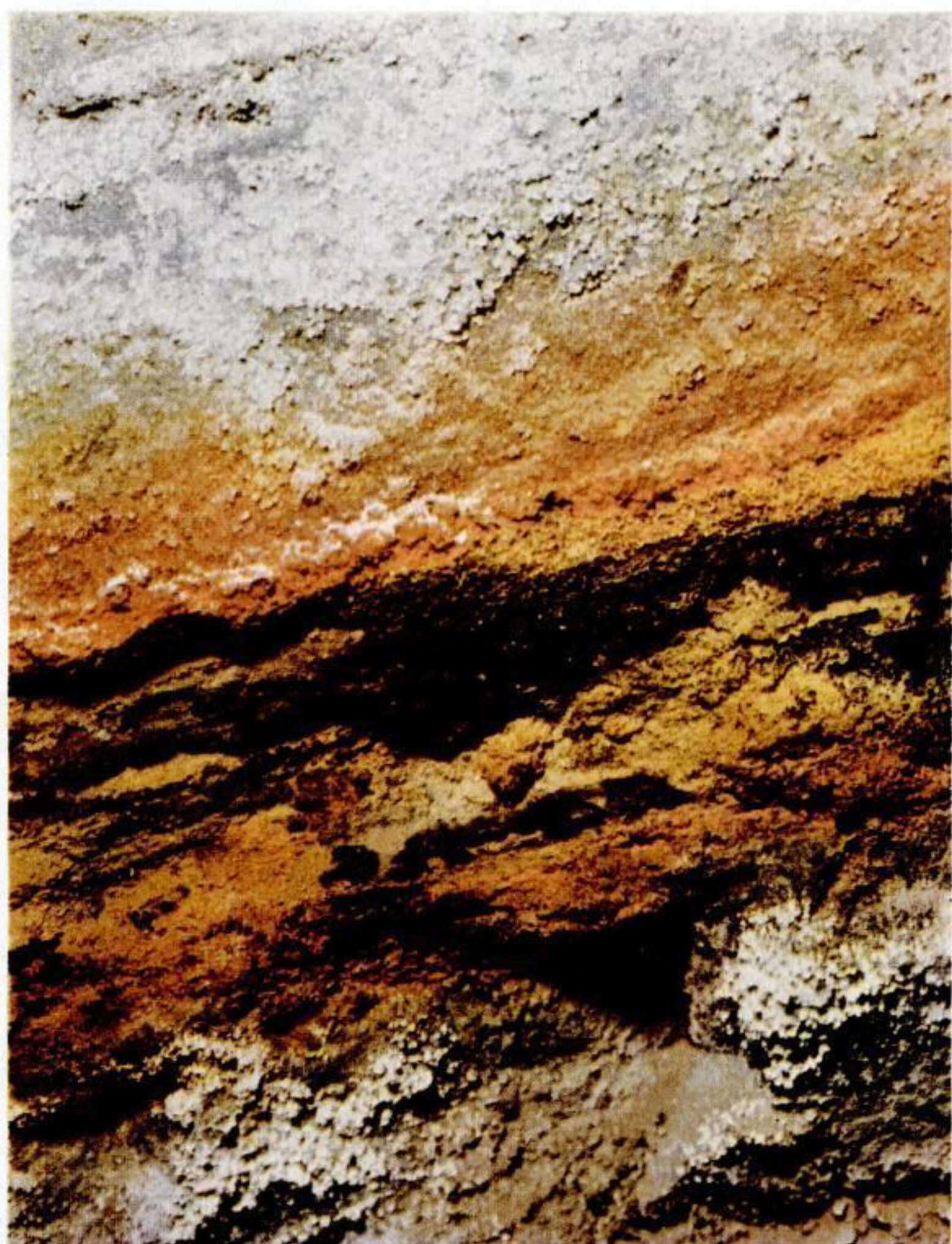
MOST COMMON URANIUM ORES are shown on these two pages. Above: fossilized trees carry yellow carnotite and other uranium-bearing minerals.



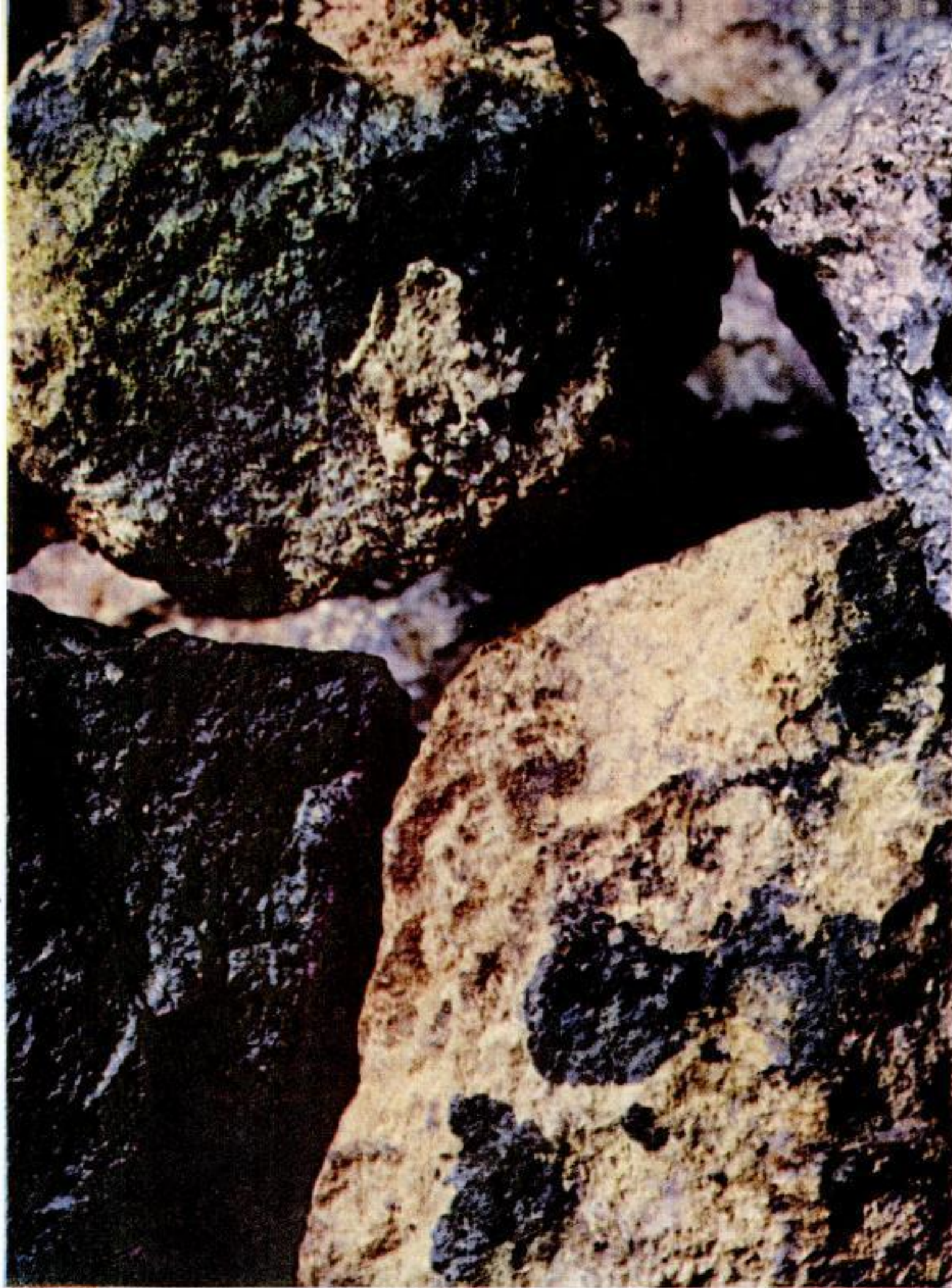
SOOTY URANINITE is found in a dark, dipping vein, running through a fissure in the granitic rock at Vanadium Corporation of America's Freedom No. 2 mine in western Utah.



TYUYAMUNITE, a secondary or more oxidized uranium ore, covers a rock face in a mine in Utah's Big Indian Wash area with a marblelike coating.



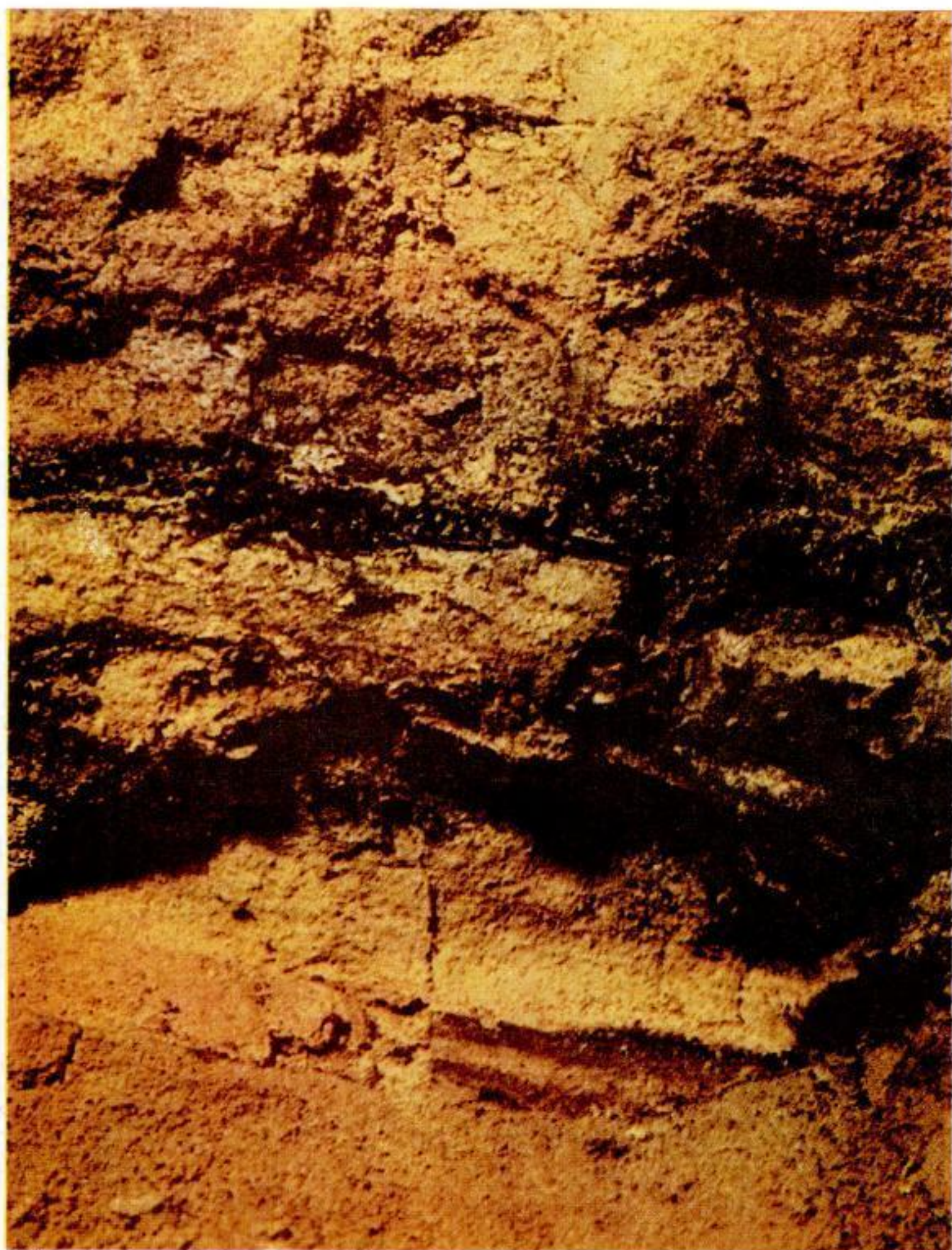
PRIMARY URANINITE ORE forms a dark line across a face in Charlie Steen's Mi Vida mine. Above and below it are the reddish-brown secondary ores, including tyuyamunite.



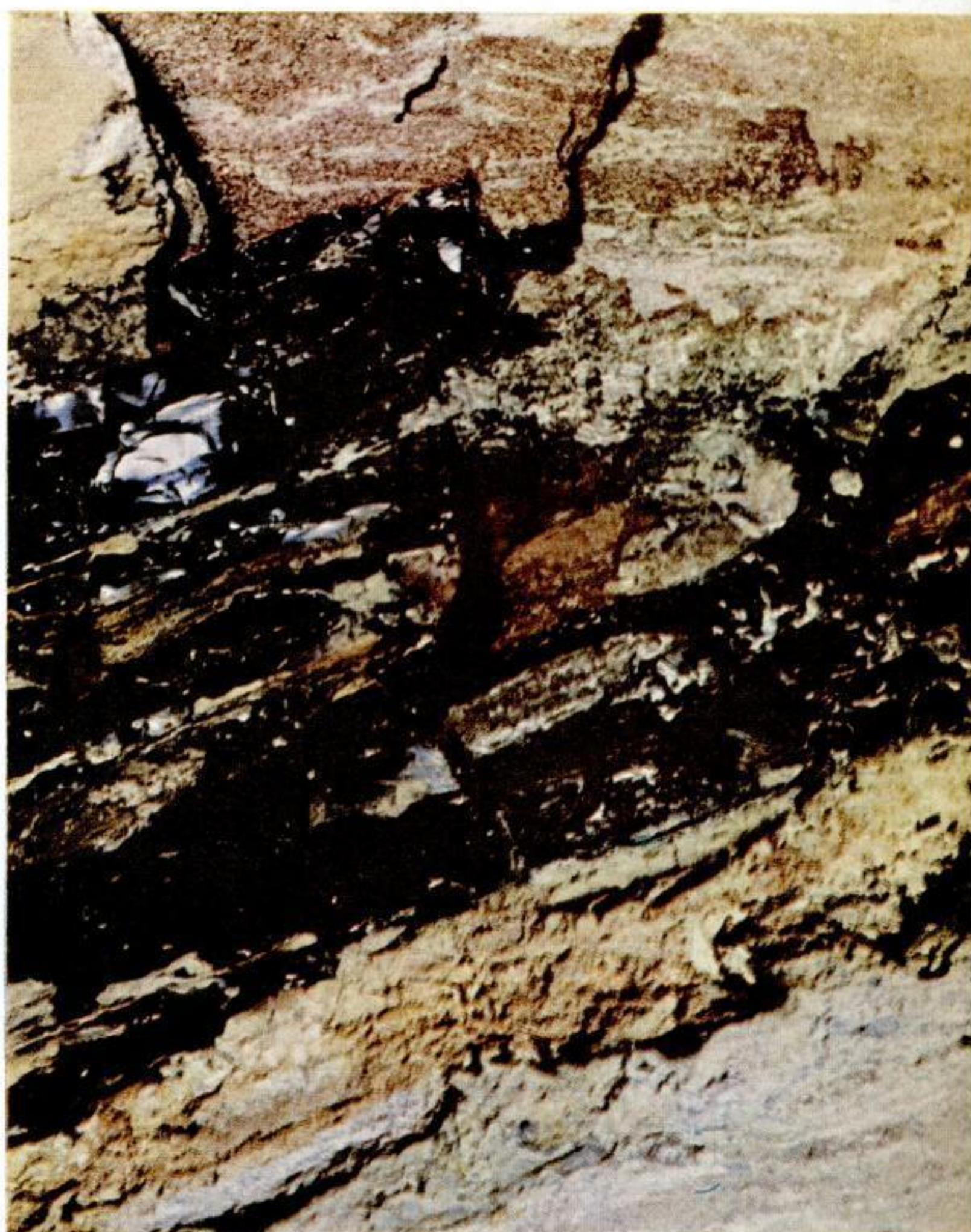
CANADIAN ORES include three forms of black pitchblende from the Great Bear Lake area and a lower-grade ore called Brannerite (*upper right*) from booming Blind River area.



AUTUNITE sparkles in ore vein in Freedom No. 2 mine at Marysvale, Utah. A secondary mineral, autunite fluoresces, can be detected with "black light."



HIGH-GRADE CARNOTITE, one of most abundant U.S. forms of uranium ore, is found in Greco mine near Dover Creek, Colo. A line of dark carbonaceous trash bisects deposit.



URANIFEROUS ASPHALTITE, a mineral occurring in Temple Mountain, Utah, is a uranium-bearing sandstone shot through with asphaltic materials.

CONTINUED ON NEXT PAGE



FLYING THE RIM of a deep Colorado canyon in a Bell helicopter, a pilot hunts uranium with a special airborne scintillation counter. Prospecting by helicopter

in the canyon country is on the increase, but it costs as much as \$100 an hour. Rim-flying is a skilled, dangerous business in either helicopters or light planes.



URANIUM AREAS in the U.S. and Canada are mapped above. Regions where most uranium is now being mined are within larger uranium provinces where the

geology favors uranium deposits. Occurrences are too sparse for profitable mining. Government offices in cities shown offer maps and prospecting advice.

WHERE PROSPECTORS CAN AND SHOULD LOOK

Having been outfitted (pp. 26-27) and having learned what uranium ore looks like (pp. 28-29), the amateur prospector is now set for field trips—by auto and on foot rather than by the airborne means the professional can afford. The old prospector's answer that "Gold is where you find it" is even truer of uranium. **WHERE TO LOOK.** Three general areas in which chances of finding uranium are best are: 1) places, as shown on the map, where uranium has already been discovered in commercial quantities; 2) places where other metals have been mined; 3) regions whose geological features resemble those of uranium country. **WHOM TO ASK.** Specific areas for prospecting can often be selected through the use of information from the AEC, which includes monthly reports on the AEC's airborne radiation survey. Any serious prospecting should begin with a visit to the nearest AEC office for

a helpful, last-minute briefing on the area. **WHERE YOU CAN PROSPECT.** This is a complex question. Much of the uranium terrain in the United States is public land, on which you can prospect freely. National parks and monuments, however, are off limits to prospectors and from time to time the AEC has withdrawn areas of public land from entry by prospectors. On Indian reservations permission to prospect must be obtained from the tribal council. On any private land anywhere, you must have the owner's permission to prospect or run the risk of finding uranium and being unable to mine it. **WHAT ABOUT CANADA?** Here, as in the U.S., prospecting by amateurs is encouraged and counseled by the government and much of the best uranium terrain is public land. How the prospector should proceed after having picked the spot is told on the next page.



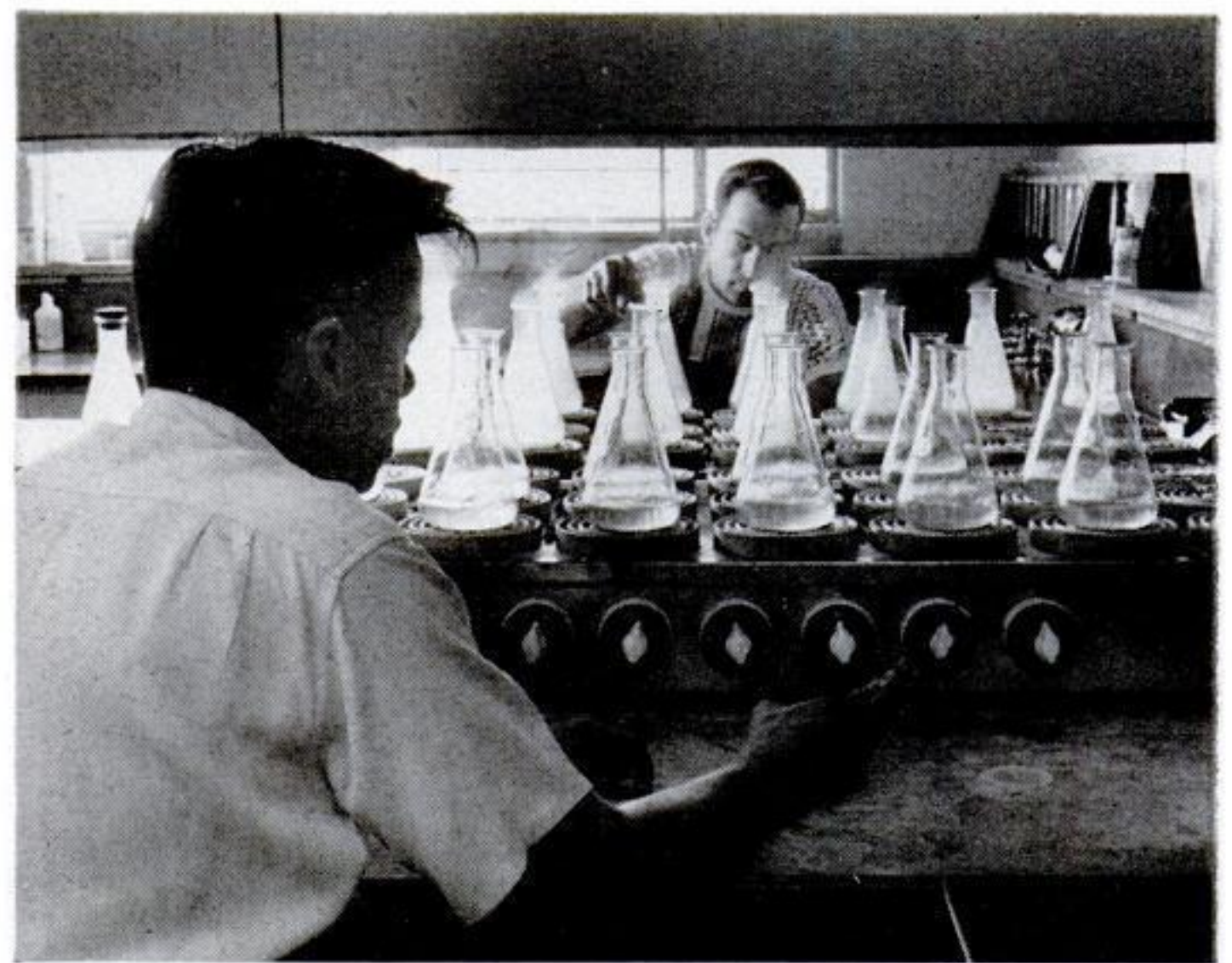
PROSPECTING CLUES, results of AEC's aerial survey, are posted as hopeful prospectors wait.



COLLECTING ORE SAMPLES at a promising outcrop, a Colorado prospector chips rock into sack. Several samples should be taken at about 10-foot intervals along the occurrence of radioactive rock to provide an average for the area. The samples, each weighing about a pound, should be separately sacked and tagged.



STAKING A CLAIM, the prospector writes notice, which he will place in tin can on cairn marker. In Colorado maximum claim size is 600x1,500. Markers must be placed at four corners and midway on long sides. Notice of claim, identified by compass bearings and landmarks, must then be filed in county courthouse.



ASSAYING ORES for prospectors in AEC lab at Grand Junction, technicians perform chemical test which is the only accurate measure of uranium content.

USING A COUNTER TAKES SKILL, PROVING A MINE TAKES MONEY

The great myth of the uranium rush has been that all a prospector need do is wave a radiation counter until it lights up, tinkles or flips its dial. In practice, prospecting with a Geiger or scintillation counter takes skill and knowledge.

A counter always registers some radioactivity, which is called the background count and is caused by cosmic rays and traces of radioactive elements. A prospector must check this changing count once an hour or whenever he reaches a new terrain. Only when the counter registers double or triple the background count is there cause for excitement. Even these high ratings may be premature, for it is not the uranium itself which produces the measurable radiation but so-called daughter elements formed by uranium disintegrating. A high reading may mean the presence of commercially useless daughter elements—and no uranium at all.

Having encountered a high reading, the prospector should then take methodical readings to map out the extent of the radioactive area. At intervals rock samples should be taken (*top left*) and carefully identified. As one of its many services for prospectors, the AEC will assay a limited number of rock samples. So will the U.S. Geological Survey, some mining schools and some private firms. Staking a claim (*left*) is a complex

A BASIC LIBRARY FOR THE URANIUM PROSPECTOR

Prospecting for Uranium, a handbook published by AEC and U.S. Geological Survey. Write Superintendent of Documents, U.S. Government Printing Office, Washington 25, D.C., enclosing 55¢.

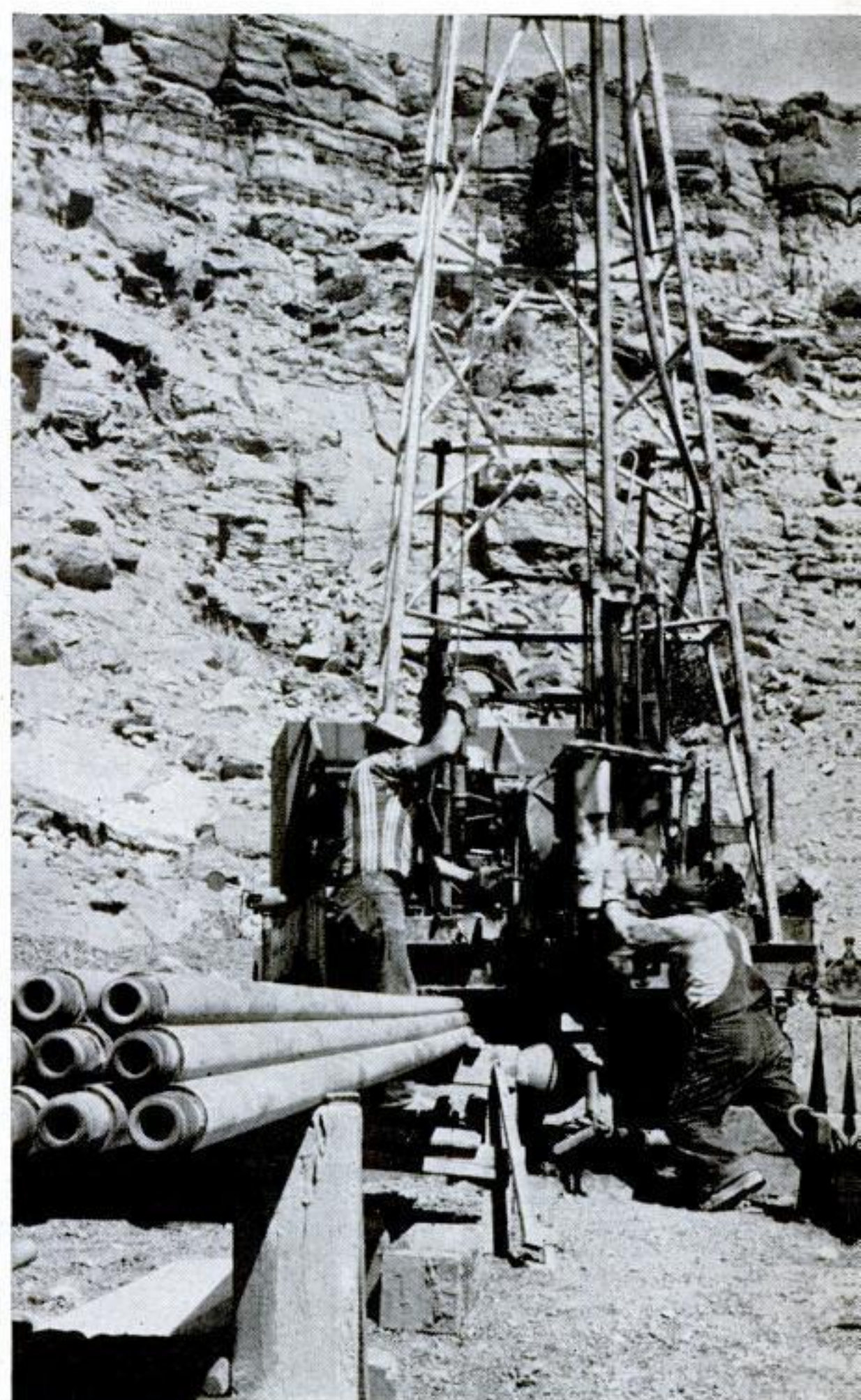
Prospecting with a Counter, another AEC-USGS handbook available from Government Printing Office. Price: 35¢.

Prospecting for Uranium in Canada, prepared by Geological Survey of Canada. Write Queen's Printer & Controller of Stationery, Ottawa, Canada, enclosing 50¢ in coin.

Minerals for Atomic Energy, by R. D. Nininger of the AEC, D. Van Nostrand Company, Inc., New York, \$7.50.

procedure varying from state to state. The prospector should be familiar with local law before starting out.

Having decided a potential deposit of uranium ore exists, the prospector's trials have only begun. Today almost all discoveries require extensive—and expensive—drilling (*opposite page*) to determine their true size. To raise the money, a prospector can sell a part interest in his claim, form a corporation and sell stock or, in some cases, borrow from banks. For particularly significant finds, development loans may be granted by the Defense Minerals Exploration Administration. However raised, it will probably take at least \$45,000 for the prospector to learn if he has a discovery like Utah's famed Happy Jack Mine, shown on the next pages.



CORE-DRILLING (above) sends down 20-foot pipe sections which bring up rock cylinders for examination. Drilling costs \$3 to \$4 a foot, in part because water must often be hauled in from 50 miles away.

DRY-HOLE DRILLING (left) sends dust up an eastern Utah canyon. This method produces pulverized rock, which is usually sacked for assay. Drill holes are then probed with special radiation counters.

A REMOTE JUNCTION SOUTH OF MOAB, UTAH BRISTLES WITH URANIUM ACTIVITY. DINGY SIGN AT LOWER RIGHT POINTS TO AREA'S BIGGEST MINE, THE MI VIDA



VAGARIES OF GEOLOGY BRING SURPRISE FINDS LIKE HAPPY JACK

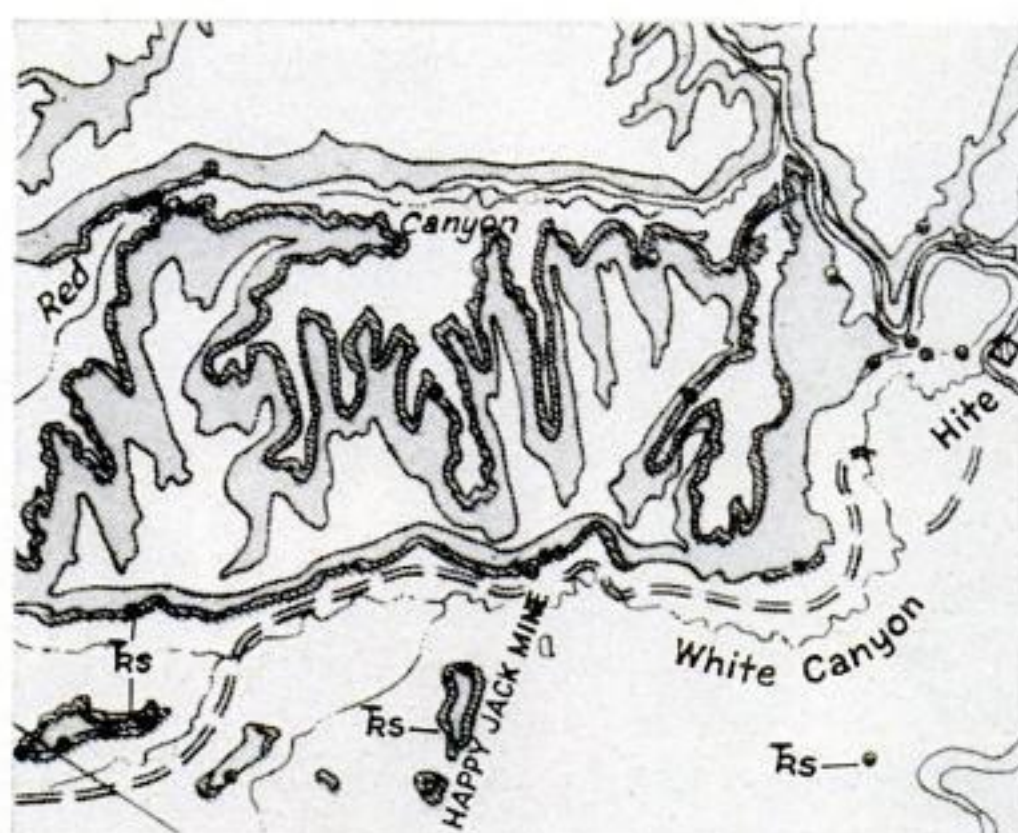
Geologists cannot agree exactly how uranium got where in earth it is. Readily soluble, uranium in eons past was evidently dissolved from rocks and carried in solution to be deposited elsewhere in more concentrated forms. Before 1949, uranium was thought to occur on the Colorado plateaus in very few formations, notably the Saltwash member of the Morrison formation, age 135 million years. Since then it has been found in many other rock formations, from 10 to 1,000 million years old.

The classic ways uranium occurs are shown at top of the opposite page.

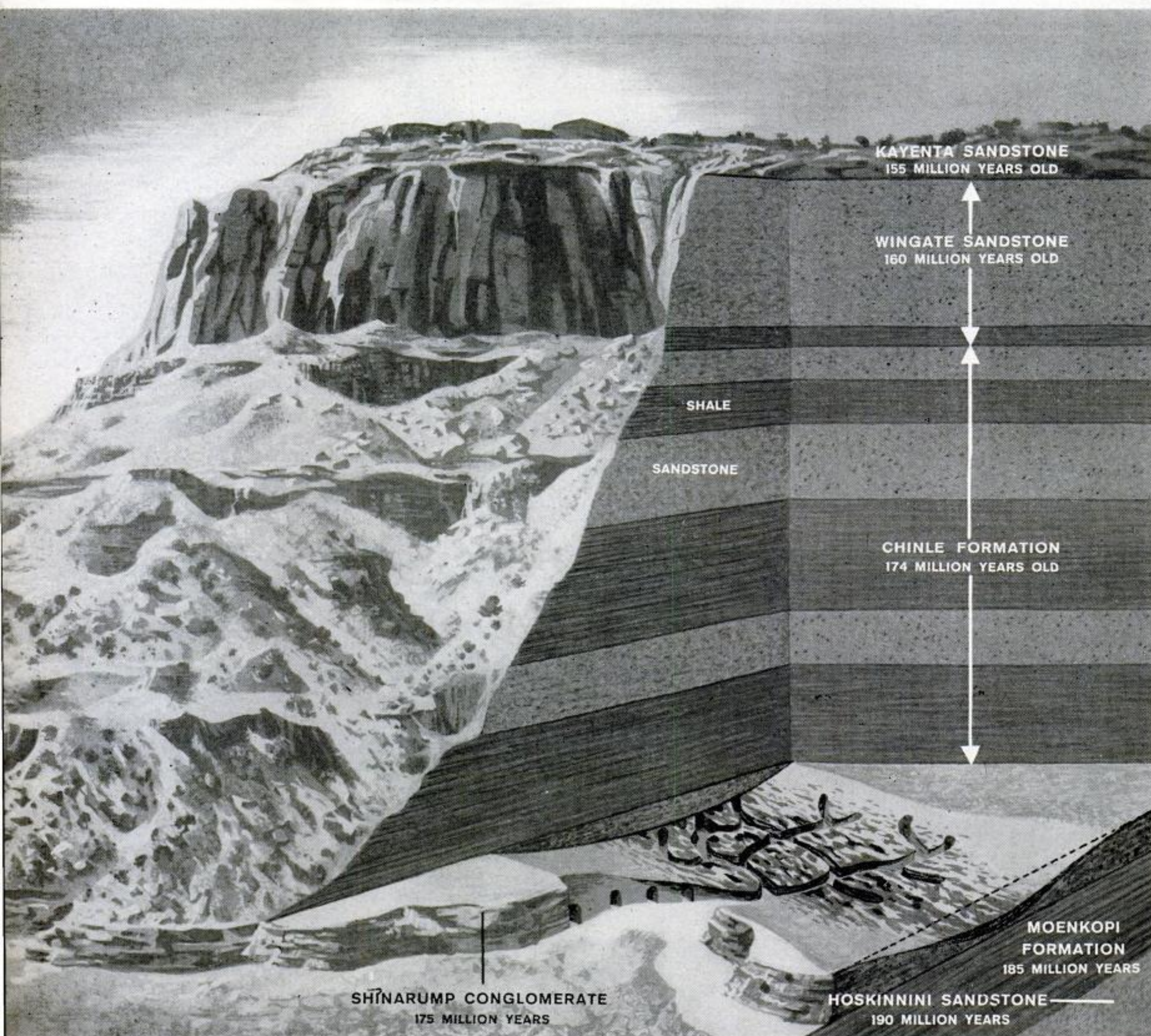
An early unexpected discovery was the Happy Jack. This old Utah mine had been bought in 1946 for the little copper it still held. A check for radiation showed that in rock called Shinarump Conglomerate the Happy Jack was full of uranium, several million dollars' worth thus far. Such unpredictable finds led one prospector to say, "What was rock five years ago is ore now. Who knows what rock today will be ore tomorrow?"



CONTOUR MAP of the Happy Jack area shows cliffs rising steeply as seen in diagram below and photograph opposite.

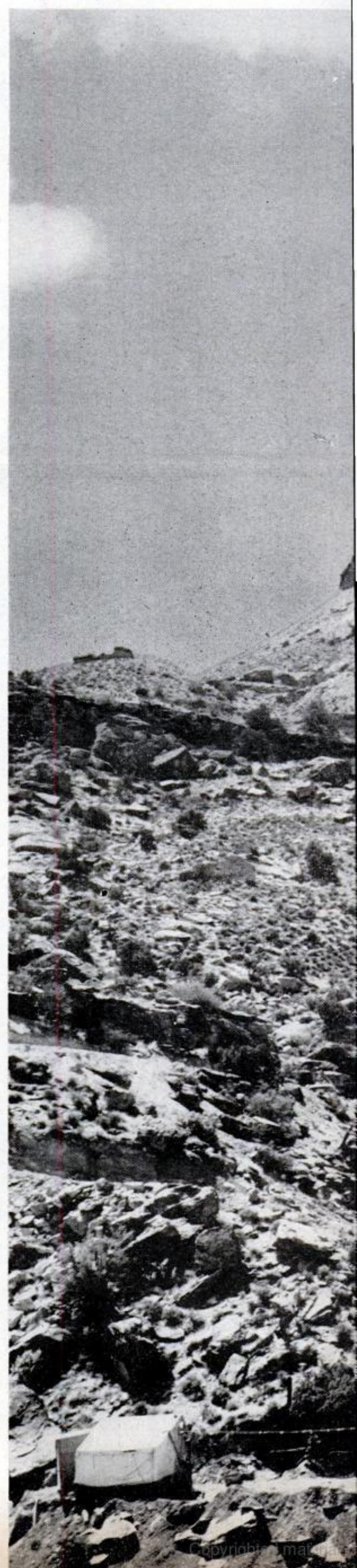


GEOLOGICAL MAP carries the symbol, Trs, of Triassic Age Shinarump in which Happy Jack's uranium occurs.



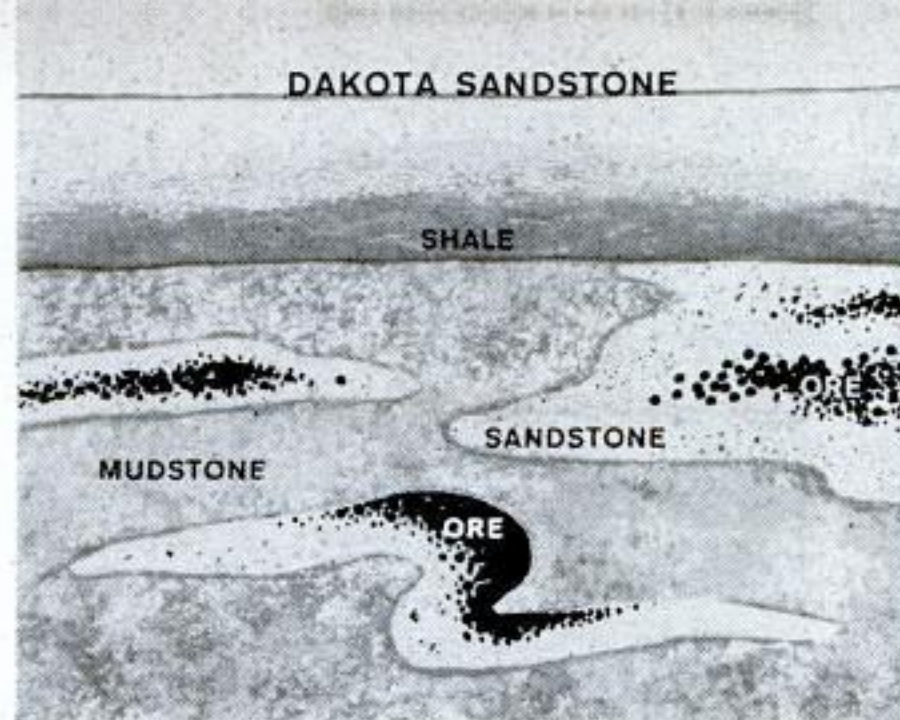
HAPPY JACK'S GEOLOGY in cutaway version of photograph at right shows the ancient river channel where uranium was deposited. Laid down above this were 1,300 feet and 25 million years of alternating shale and sandstone.

THE WORKING MINE (right) rests along the steep cliffs of White Canyon east of the Colorado River near Hite, Utah. The mine tunnels go horizontally into the cliffside to reach the ancient river channel shown in the diagram.

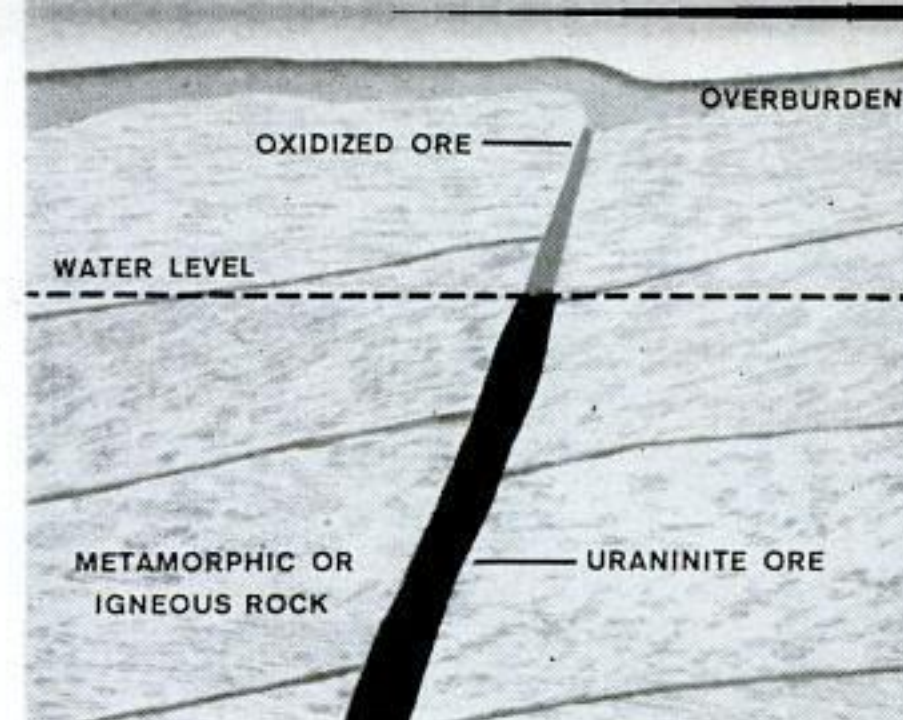




CHANNEL DEPOSIT like Happy Jack's is one of three classic forms in which uranium has occurred. Water deposited the uranium in and around trees and other organic carbon trash in ancient river bed.



ROLL DEPOSITS of uranium, often carnotite ore (p. 29), evidently occurred when underground solutions traveling in porous sandstone were deflected by denser mudstone and deposited uranium in beds.



VEIN DEPOSITS, like sooty uraninite (p. 28), were formed when subterranean fluids boiled up, deposited uranium in fissures in rock layers. The weathered ore near the surface level may be autunite (p. 29).





IN CROWDED TOWN HALL IN LEEDS, TORY STANDARD BEARER SIR ANTHONY EDEN STANDS IN SELF-ASSURED DIGNITY AS HE PLEDGES "STEP BY STEP" DRIVE FOR

PARTY HEADS HEAT UP ELECTIONS IN BRITAIN

Laborites strain but Tories are favored to win

As the May 26 voting day came near, a lukewarm general election campaign in Great Britain abruptly got hot. The prime minister, Sir Anthony Eden, leader of the Conservatives, was not only delivering four speeches a day himself but was also sending suggestions for speeches to 623 of the 624 Tory candidates for seats in Parliament. (Candidate Sir Winston Churchill was left on his own.) Labor's leader, Clement Attlee, was on a tour to make 40 major speeches in two weeks' time. From Penzance to the Shetlands, some 1,400 men and women—sober country squires and bumptious city characters (*below*)—were out exhorting the voters.

The two great parties, Tory and Labor, could count on basic strengths

LABOR'S BIG BESSIE TIRELESSLY WORKS



BESSIE BRADDOCK, Laborite M.P. from Liverpool, greets slum-dwelling constituents come to tell her their troubles. Rough, tough and uninhibited, Bessie once irked Sir Winston Churchill with her

bellow in debate and another time was "silenced" for five days for breaking House of Commons rules. But she is seldom really still and in 25 years of Liverpool politicking she has never lost an election.



A FIGHTING LADY, Bessie, who helped Liverpool fighters set up their gym and is a strong friend of the prizefighters' union, chats with trainer John Clark and Bola Lawal, featherweight from Nigeria.



LASTING PEACE. ON DAIS AT LEFT IS LADY EDEN



IN LONDON SCHOOL LABOR CHIEF CLEMENT ATTLEE OPENS CAMPAIGN WITH AN ATTACK ON TORIES

of about 12 million votes each. It was the votes of five million citizens, who sometimes vote Tory, sometimes Labor and sometimes don't vote at all, that would decide the election. Last week, after the Conservatives won overwhelmingly in country and town elections, British bookies were making them a 3 to 1 favorite.

Eden had called the election as soon as he took over from Churchill because Labor was badly split between the Morrison and Bevan factions. The Conservatives claimed credit for the prosperity the country had enjoyed under their regime. Labor blamed the Conservatives for having failed to bring about a high-level international conference with Russia

to reduce the danger of H-bomb war. When Eisenhower last week, at British insistence, agreed to a conference "at the summit," Conservatives were able to turn Labor arguments to their own advantage.

For the moment, Aneurin Bevan had stopped attacking his fellow Laborites. But he was having his own troubles in Scotland (*next page*) and started some more by accusing the Conservatives of not being good Christians. This introduced a very British note into the campaign in a poem written by the Tory Postmaster general: "You'd think to hear Aneurin Bevan/ That he had got the ear of heaven/ But never mind let's all agree/ He's quite the best authority/ On what a Christian cannot be."

OVER CONSTITUENCY IN LIVERPOOL SLUMS



IN OLD FOLKS HOME, one of the nine she helped establish and often visits, Bessie talks politics with inmate. Besides serving in Commons both she and her husband Jack are on the Liverpool city council.



STRIDING THROUGH SLUMS, Bessie leads residents in song, "Vote, vote, vote for Bessie Bradock." In early 1920s she was a Communist but left party because she would let no one tell Bessie

what to think or say. Today a staunch right-wing Laborite, she faces a split in the local Labor vote. A Bevanite, denied the candidacy, entered the election as an independent. But Bessie is still picked to win.



IMPISH RIVAL for Nye Bevan appeared while Laborite electioneered in Scotland. Five-year-old Eddie Mooney emerged from the crowd, chocolate bar in hand. He stared at the famous man, then started doing a take-off on him.



BEVAN GETS COMPETITION FROM A TYKE'S TAKE-OFF



A BRAVE FINISH is made by Bevan as little Eddie crouches, gesticulates and then, sportingly, applauds the speaker (*opposite page*) as Bevan finally moved off the platform. Before leaving, Bevan patted Eddie on the head.





A LOOK AT THE WORLD'S



THE PALACE'S POMP

In the lush Quirinal Palace, ranks reflected in a mirror, Rome's officials congratulated Italy's new President Giovanni Gronchi. A speech of welcome was read by ex-President Luigi Einaudi, standing before the middle chair, facing Gronchi.

MILKMEN'S CALVES

Drivers for a Dallas dairy produced a new morning look by setting out in Bermuda shorts. The boss thought they would be cooler in them. The shorts were fine, but one driver was nipped by a dog of long acquaintance who didn't recognize him.



WEEK



A COLLAPSED BUILDING JUST AFTER THE CRASH

Five minutes after the disaster, dazed men were still crawling out of the ruins, rescuers were searching for the injured under the wooden walkways and wet concrete and raising a ladder to bring down a man clinging desperately to a pipe. While workmen were pouring concrete into floor forms, a huge section of

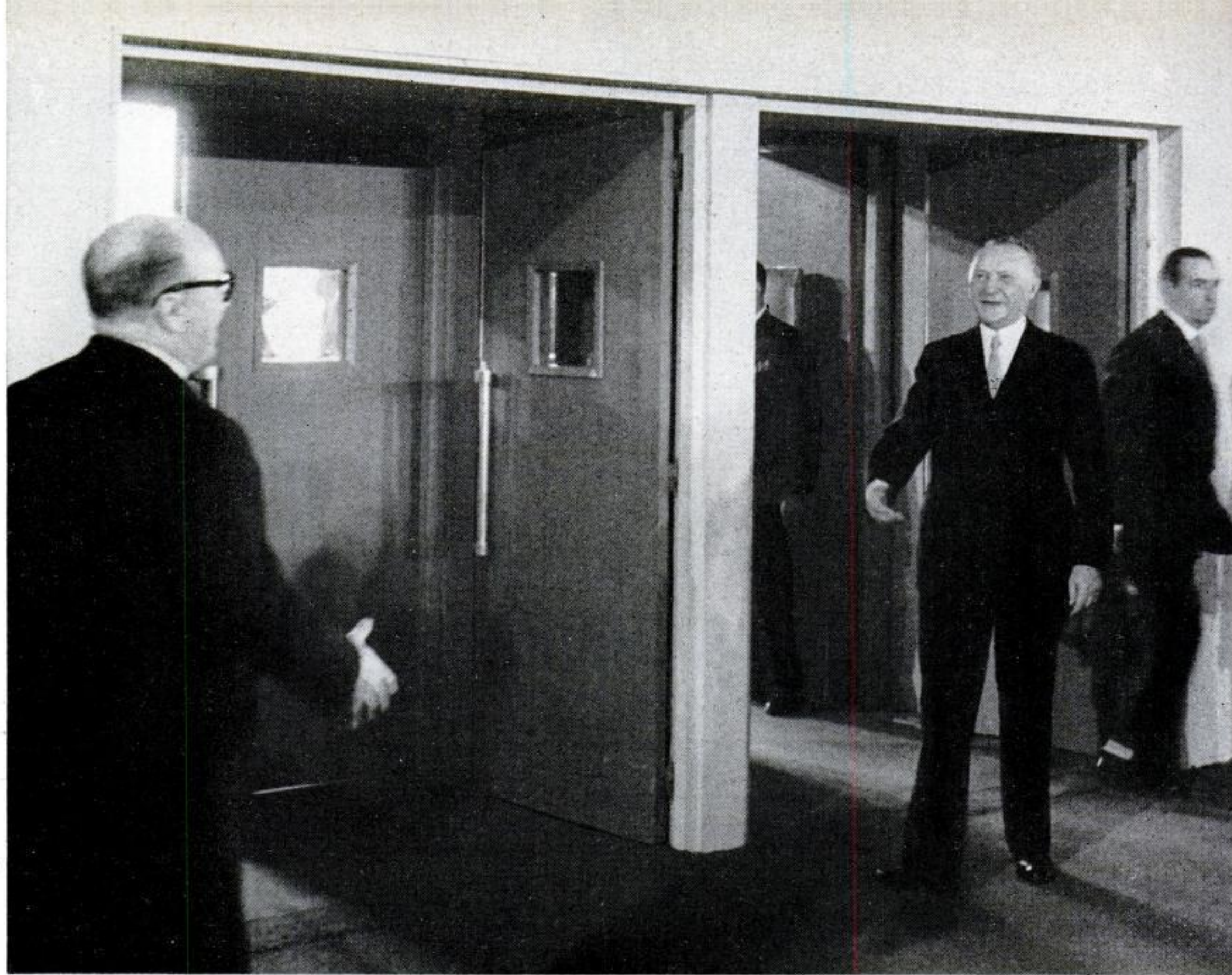
what is to be the main exhibition floor of New York City's Coliseum had collapsed, dropping 22 feet to the floor below and killing one man. As authorities investigated, it seemed likely that a weak spot in the forest of steel jacks supporting the floor had given way and that then the rest of the jacks had buckled.

WORLD'S WEEK

CONTINUED

NATO'S WELCOME TO GERMANY

Striding smilingly into the Palais de Chaillot in Paris for his first NATO conference, Chancellor Adenauer of the newly independent Federal Republic of Germany was greeted by Greek Foreign Minister Stephanos Stephanopoulos, the meeting's chairman. Addressing the council for the first time, West Germany's leader urged it work for unification of Germany. Meanwhile, the German flag was being raised at SHAPE nearby, and a Russian reaction was in the making (*below*).



... REDS PRODUCE AN ANTI-NATO

In Warsaw leaders of the U.S.S.R. carried out an old threat of organizing a NATO of their own, once West Germany was admitted to the North Atlantic alliance. The rubber-stamp treaty takes in Poland, Czechoslovakia, Hungary, Romania, Bulgaria, Albania and East Germany. For the signing, Russia sent (*from left*) Marshal Konev, who will head the East European forces, Foreign Minister Molotov, Premier Bulganin and Marshal Zhukov.

AND DEAN TOPS COACH IN IOWA

When athletic coaches at the University of Iowa were given cars, students at rival Iowa State decided it was time to honor their academic side. Last week Iowa State's dean of student affairs, M. D. Helser, got the surprise of his 40-year hitch at the school: a shiny new Cadillac, the product of a secret fund-raising drive. Said Dean Helser, "I'll never know how something like this could happen without my knowing about it." Then he drove proudly off with his wife and grandchildren.





Captured: 8-in-1 flavor!
Won: millions of new friends!

(who say no single juice can match it)

It's enough to turn ordinary juices green with envy, the way juice drinkers everywhere are switching to **V-8*** . . . and getting an 8-way treat in refreshment and health.

A blend of 8 healthful vegetable juices, **V-8** has a natural wealth of vitamins and minerals—and is fully 8 times as flavorful as any single juice.

Get **V-8** soon, and get several cans. For, once your family tries it they'll want it often.



V-8's magic blend: the juices of the Campbell Tomato, celery, carrots, spinach, lettuce, beets, watercress, and parsley.

By Nature it's wholesome

...by *Campbell's* it's delicious!

*V-8 is a trademark owned by the makers of Campbell's Soups



The 3 beautiful Lincoln Capris shown above are (1) the Coupe in Huntsman Red and Executive Black, (2) the 4-Door Sedan, in Bahama Blue Metallic and Ermine White, (3) the Convertible, Taos Turquoise.

Wherever you travel — half the fun

Wherever you travel — whatever your sport — Lincoln performance can add immeasurably to your pleasure. Only Lincoln among all fine cars gives you the unmatched combination of new Turbo-Drive transmission, new high-torque engine and ball-joint front suspension.

Lincoln's new Turbo-Drive and new high-torque V-8 engine are a matched team, designed and built to work together. With no jerk, no lag, you get an uninterrupted sweep of power from zero to super-highway limits. Here is power you can *use* — anywhere, under *all* driving conditions. Here is a transmission that gives you unparalleled

ease and convenience — smoothness with no sacrifice in performance.

Another great experience you enjoy in Lincoln is its road "hugability." Your Lincoln rides as if it were fastened to the road, even on the sharpest curves. Technically, new improved ball-joint front wheel suspension is responsible for this.

But why not let Lincoln, itself, tell you the complete story? A visit to your Lincoln Dealer will tell you more than words could do. Let Lincoln beauty speak to you in the showroom. Let Lincoln power speak to you on the road when you test drive it. Once you



is getting there in a Lincoln

o do, we believe you'll feel Lincoln is something you've promised
yourself for a long, long time. And it's a promise you'll want to
keep... as soon as possible.

ONE OF THE TOP TEN TOURIST ATTRACTIONS IN THE COUNTRY
is the Ford Rotunda in Dearborn, Michigan.
Why not plan to visit it on your vacation? It's
filled with fascinating displays and exhibits.

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LINCOLN

for modern living
for magnificent driving

NEW COLORS, NEW STYLES IN ARROW COOL SOFTONES



It's here—the hot-weather version of Arrow Softones that are a fashion hit the country over. With their subtle colors, these airy, summer-weave shirts accent every suit... particularly the new dark suitings. The smart ties and matching pocketchiefs complete the harmony. These are shirts that breathe—let the warm air out and the cool breezes in. They are "Sanforized" labeled, naturally.

ARROW

LIGHTWEIGHT ENSEMBLES

by Cluett, Peabody & Co., Inc.

SHOWN ABOVE: **NEWPORT** (yellow)—soft, medium-length, round-pointed collar with stays. **RADNOR-B.D.** (white)—soft, round, button-down collar. **COPLEY** (blue)—soft, medium-spread collar with stays. Arrow all-silk shantung Ties, \$1.50 and \$2.50; matching Pocketchiefs, \$1.00. See these Arrow Lightweight Softones in many colors and collar styles, in long and short sleeves, \$3.95 up.

TRUCE . . . AND OPPORTUNITY

AFTER TEN YEARS, IT IS TIME FOR THE WEST TO NEGOTIATE FROM ITS REAL STRENGTH

The year 1955, ending the first decade of the postwar era, is evidently also to witness the first serious diplomatic encounter between the West and Moscow. The U.S., Britain and France have invited the Russians, who have been acting as though they would welcome it, to a parley "at the summit." The Cold War gives every sign of becoming a cool truce.

Why? What conspiracy of circumstances is making this happen in 1955, rather than 1950 or 1960? Of the many possible explanations, two stand out.

First, Europe wants it that way. Europe is too veined with its own little tensions to support the One Big Tension much longer. During most of this decade it has been held together by two things and two things only: its fear of the Red army, and its need of more dollars than it could earn. The dollars were supplied by the Marshall Plan. The fear was sublimated into NATO. This indispensable organization would not exist except for American leadership and American arms. Arms aside, Europe is now earning its own dollars. The ogre Stalin has been dead for over two years. And now the menacing Red army, as dramatized by its willingness to withdraw from Austria, is regrouping into what appears to be a strictly defensive line in Eastern Europe. Small wonder that Europe has fallen in love with such peace and prosperity as it has.

Consider the signs:

- ▶ The "toughest" anti-Communist nation, Germany, is divided and wants reunification so badly that even Adenauer must join the cry to negotiate with East Germany's occupiers.
- ▶ No French government dares confess any other goal than negotiations.
- ▶ Britain's Tories hope to win this month's elections by proving that their zeal to negotiate matches Labor's.
- ▶ Italy's huge left wing, and a big chunk of its right wing, hails the new president, Gronchi, because he favors and practically personifies "*distensione*" (unlaxing).
- ▶ Austria's leaders, fresh from the vodka-pots of Moscow, shout to all Europe: "It can be done!"

When Europe was scared and poor, Europe could act in unison and even take steps toward organic unity. Now the old divisions reappear. The dream of European unity, which inspired the youth, the Christians, the idealists and the thinking anti-Communists of every European country, has evaporated (at least for the moment), leaving behind an incomplete coal and steel community and a handful of letter-head organizations.

Beat Moscow? Sure—but for Catholics, in such a way that freemasonry and liberalism don't benefit; for Protestants, in such a way that Rome won't profit; for capitalists, in such a way that socialism won't profit; for socialists, in such a way that "Wall Street" won't profit; for Frenchmen, in such a way that Germany won't profit; for Germans, unification first. And so on. It was never easy for Europeans to transcend these old divisions. That is why Europe is tired of the cold war.

The second reason 1955 looks like a year of truce is that Soviet Russia wants it. Why? Obviously Communism has much to gain by encouraging the disunity of Europe—especially (and this is paramount with the Soviets) if this disunity will help postpone or frustrate the rearmament of Germany. But they probably have another motive. The evidence all points to serious economic, agricultural and hence political trouble behind the Iron Curtain.

The arms race is telling on the Soviets. An atomic program is not peanuts; ours this year will take 9% of all the

electric power in the U.S., and the Soviet economy is no match for ours. On top of their attempt to develop Siberia, supply China and keep their own consumers fooled if not happy, superarmament is too big a strain. As one student of Soviet statistics (Paul Wohl in the *Christian Science Monitor*) puts it, "Today the 'disarray and confusion' of which the party leaders warned the people at Stalin's passing has come into the open in what was supposed to be the world's only scientifically planned economy." The farm crisis, publicly announced by Khrushchev in 1953, has since grown worse; peasants are leaving the collectives in great numbers. Exports promised China are lagging, emergency imports are rising, black markets are out of control, inflation is increasing. Inevitably a faction in the Kremlin, perhaps a majority faction, wants a breathing spell, perhaps a long breathing spell. Russia may even want what has been called "a more stable context for its national life."

If this is the case, then surely the Soviets will pay a price for their breathing spell. If there ever was a time for the West not to feel on the diplomatic defensive, this is it. It is not just the Red army that is on the defensive; it is the whole Soviet system. The return of the Soviets to the realm of serious diplomacy gives the West only one thing to fear: that we may miss the opportunity to ask the price that would lead to real "coexistence" and peace.

It is time for the West to remind itself what it really wants from the Soviets. Secretary Dulles, in an able talk to NATO last week, made a good start. He set forth the three major items on a realistic Western agenda for this Big Four conference. The first and most important item is disarmament and control of the atom.

The Soviets have already opened the bidding on this one. Last week they announced as their own proposal a long list of disarmament ideas which had mostly been lifted from the previously secret discussions of the U.N.'s disarmament committee. These proposals are made to sound as though the Soviets meant business, but they are defective in one key respect: inspection. The Soviets are still talking through an Iron Curtain which they seem to expect to keep forever in place.

The Iron Curtain, along with the aggressions of the Red army, is the original source of the very "tensions" these talks are supposed to relieve. Even the atom is a cause of tension chiefly because of the Iron Curtain, for it can not be really controlled until the curtain is lifted. The curtain is also the key to our other major demands on the Soviets. These are the reunification of Germany and the freedom of the other eastern European captive states.

Europe has been Pavlovized by years of strain and propaganda into thinking that the Communists never retreat; that the way to negotiate with them is to lose a piece of your shirt. A truce so negotiated would merely give the Soviets time to surmount their present crisis and continue their superarmament.

But Europe would be shocked into a rebirth of confidence at the sight of a truce negotiation in which our side won something important. The West is actually negotiating from strength; what it needs now is American leadership and conviction to bring that result. This is no time to be reluctant in negotiations. It is the time to crowd the Soviets; to push hard for the concessions on which a just and therefore stable peace can be built. The year of truce is a year of opportunity that may never come again.

No more tears

from "soap in the eyes"



NEW
WON'T BURN
or IRRITATE eyes!

- Leaves hair shining, easy to comb
- Pure, gentle, safe
- Wonderful for all the family — **59¢**



CAMERA SCREEN is the one-way mirror over chest of drawers. The telephone contains a concealed microphone.

WATCHING COPS STRIKE IT RICH

TV catches a graft drama in Miami

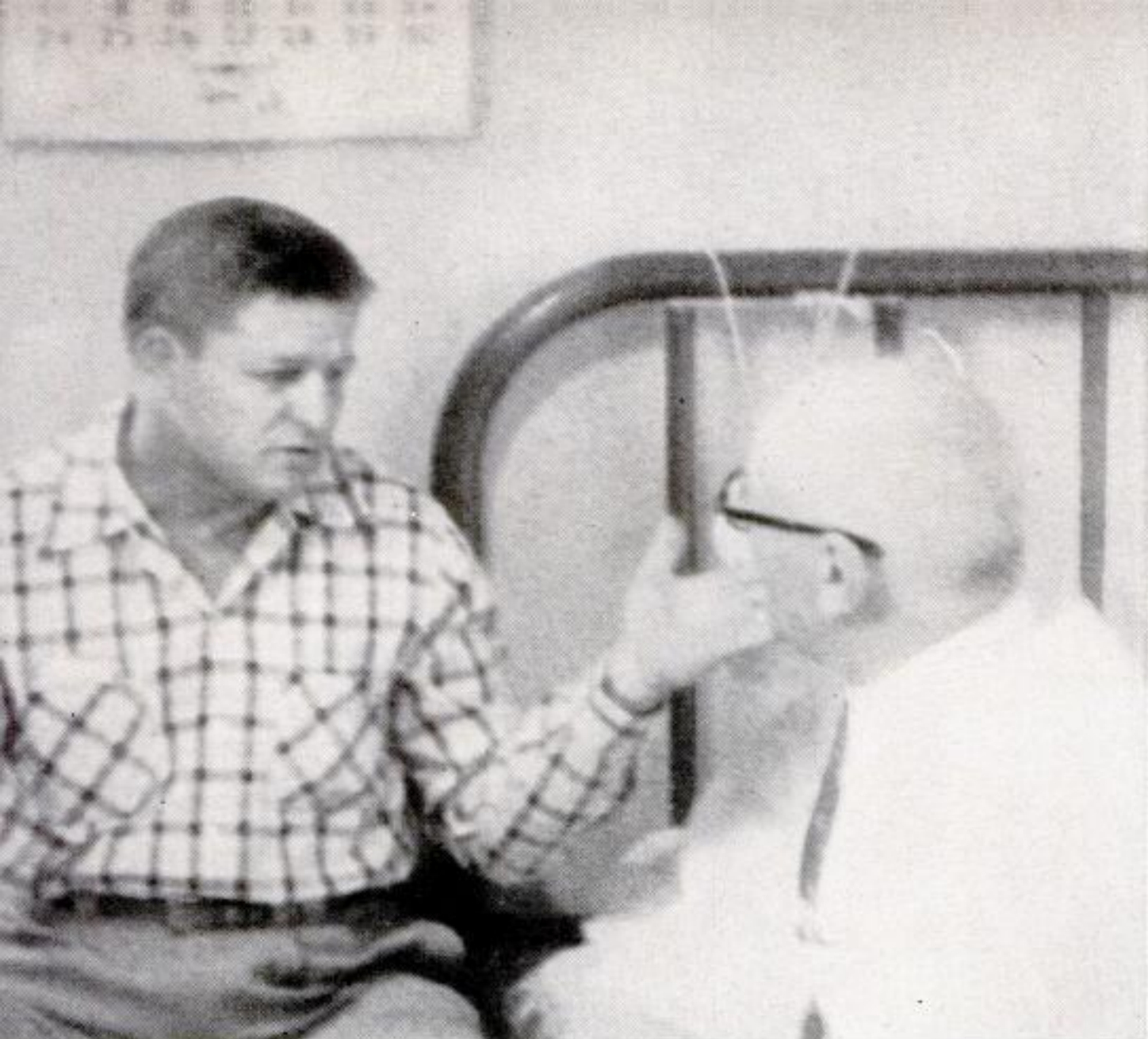
Without advance announcement, Miami's WTVJ, one evening last week, presented a crime film that was of more than usual interest because it showed a real crime actually taking place. It was of special interest to viewer Detective Edward J. Carberry of the city police force who, all unaware, saw himself as one of the alleged criminals.

The film's narrator explained that six weeks earlier a special crime investigator named Ben Moscovitz had rented adjoining rooms in the Capitol Hotel and, backed by the county solicitor's office, started taking bets. Asked to help in the gathering of evidence of police corruption, WTVJ sent around a camera crew. Moscovitz shortly was visited by Detective Carberry and Sergeant James King. While a camera recorded the scenes, Moscovitz says he agreed to pay \$50 a week for protection. Subsequently, the camera recorded other visits (*next page*).

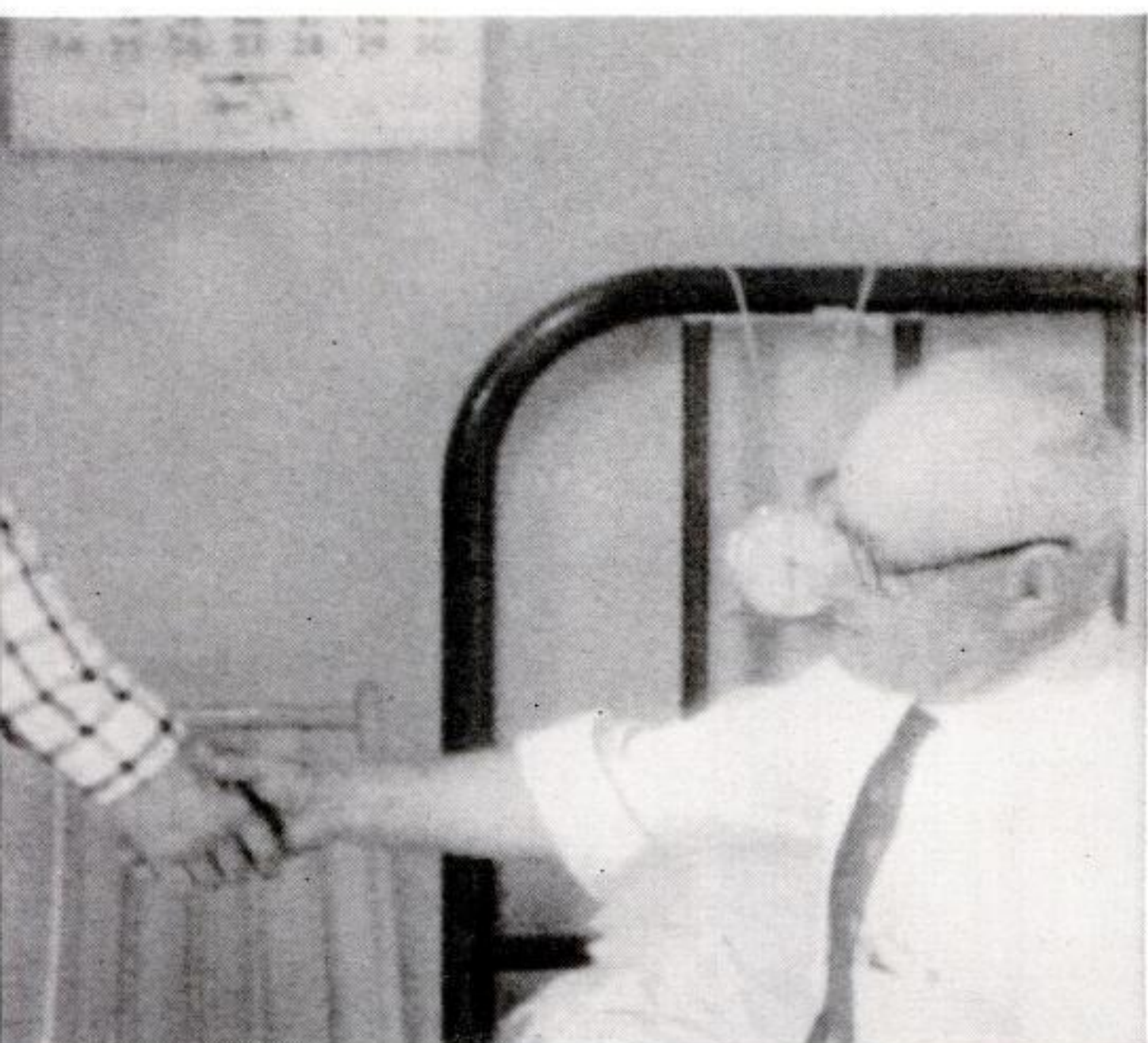
For its trouble the station was permitted to use the film on Ralph Renick's news show. After the show, Carberry turned off his set and meekly went to headquarters to surrender. He and Sergeant King were charged with taking unauthorized compensation.



TESTING CAMERA, operators look through back side of mirror at Moscovitz. He cannot see them or hear camera.



IN A NEGOTIATION, Sergeant King sits in a chair, Moscovitz on the bed. Moscovitz agrees to make weekly payments that will protect him from arrest.



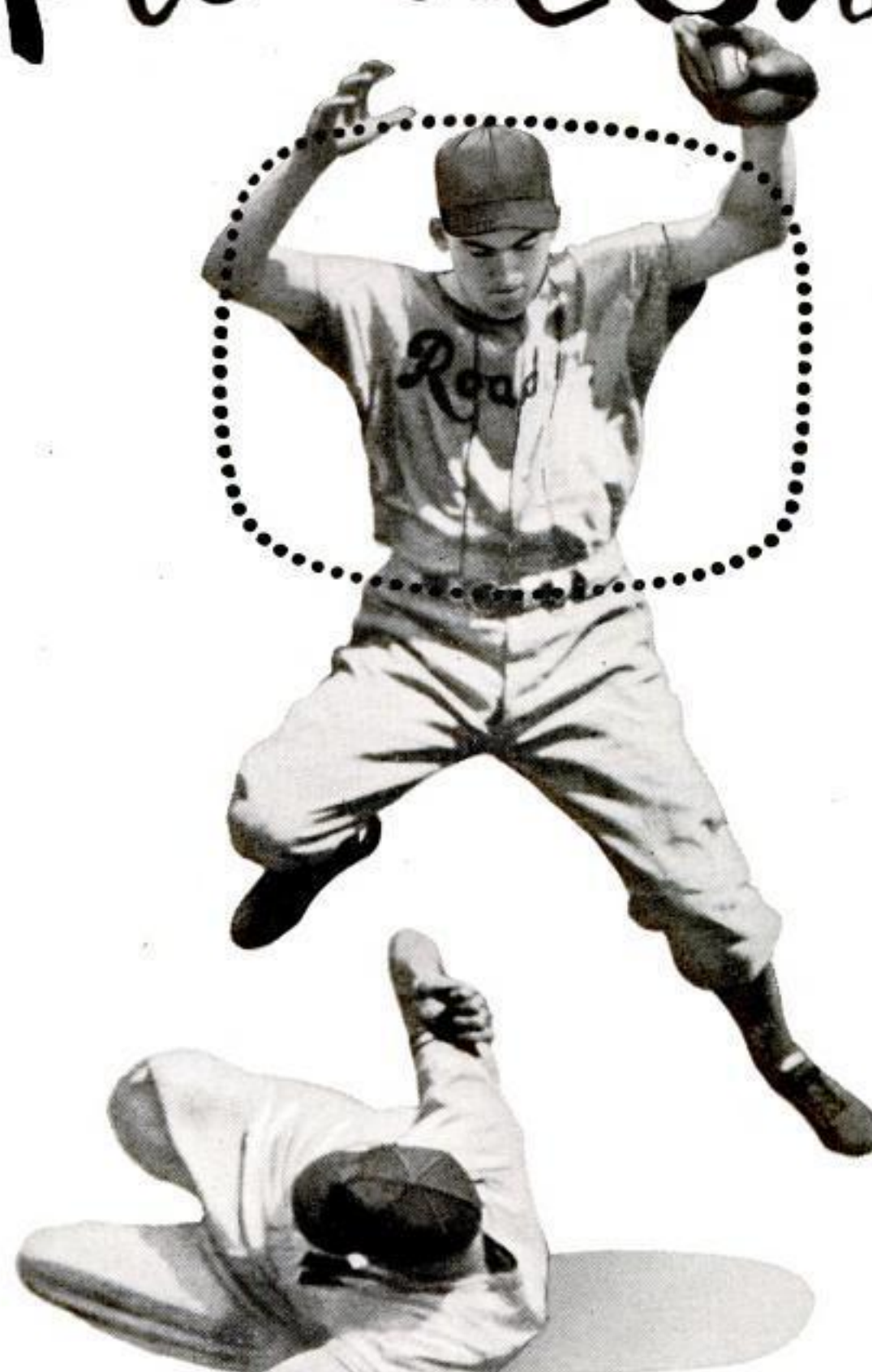
GIVING HIS HAND, King ends his interview with Moscovitz who says he was told to expect a bag man to come around every Monday to collect money.



TAKING THEIR LEAVE, King and Detective Carberry (nearest camera) move to the door. Moscovitz had marked calendar on the wall to fix date of visit.

CONTINUED ON NEXT PAGE

Picture Snap*



*Does your picture tube have it?

IF NOT your set deserves a new RCA Picture Tube!

Whether the man of the house is watching his favorite ball team in action, or Junior has the gang in to view the old West come to life—you want a TV picture that's *alive... vital... real*. And that's the kind of "right in the room" picture you're assured of with an RCA Picture Tube—with famous "Picture Snap" quality.

There's an RCA Picture Tube made to fit virtually every brand and model of TV. So when your neighborhood TV technician tells you your present picture tube needs replacing—specify a new, factory-fresh RCA Picture Tube for your set. Then you, too, will enjoy famous RCA "Picture Snap"... the most alive, most faithful TV image your set is capable of delivering.



The Picture Tube Is The Eye of Your Set

Be sure to ask your TV technician for your RCA Picture Tube Warranty Card—all RCA Picture Tubes are warranted for one full year from date of installation.



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When your set needs a new tube, insist on an
RCA PICTURE TUBE
FOR PERFECT TELEVISION

See Caesar's Hour and Producers' Showcase Monday nights on NBC Television.

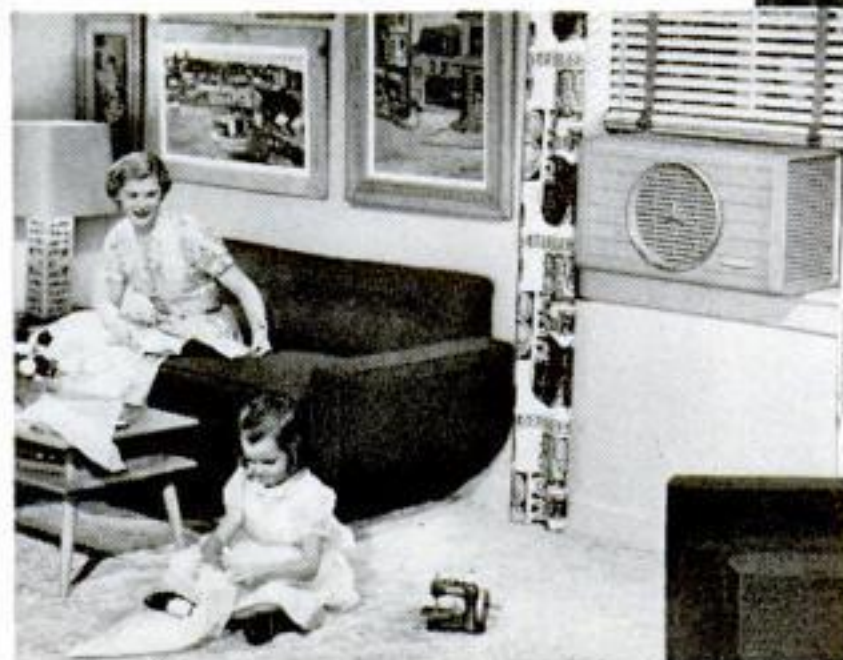
HOT MUGGY NIGHTS COMING!

*Air condition now with a powerful Fedders. A unit for every need, every budget... starting as low as \$2 a week**



EXCLUSIVE! Fedders "No-Draft" Weather Wheel makes all other room air conditioners outmoded! The *only* air conditioner that gives you "full circle cooling"... with never a draft. A flick of the finger sends refreshing, cool, clean, dry air in *any* direction. Fedders exclusive Built-In Weather Bureau lets you push a button for *exactly* the healthfully dry climate you want!

EXCLUSIVE! Best Quality Control of any room air conditioner manufacturer! (That's how we got to be the world's largest!) Every Fedders Room Air Conditioner is subjected to a 16-stage Quality Control check to insure trouble-free performance. Exclusive Fedders Fleximount permits any kind of window installation. Wrings out moisture, filters out dirt, dust, pollen!



EXCLUSIVE! Rated #1 in power and dependability, in tests of the 3/4 ton Deluxe unit by an independent research organization. Since 1896, Fedders has been "working wonders with heat and cold." Thanks to better engineering, the new 1955 Fedders, size for size, gives most powerful cooling on the market today! A budget-priced model for every need. See Fedders in action at your Fedders dealer's now!

**After small down payment.*

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WORLD'S LARGEST MANUFACTURERS OF ROOM AIR CONDITIONERS

MAIL THIS COUPON TODAY!

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- ☐ Please send 20-page free booklet on Fedders Room Air Conditioners.
☐ I would like to see a Fedders Professional Specialist.

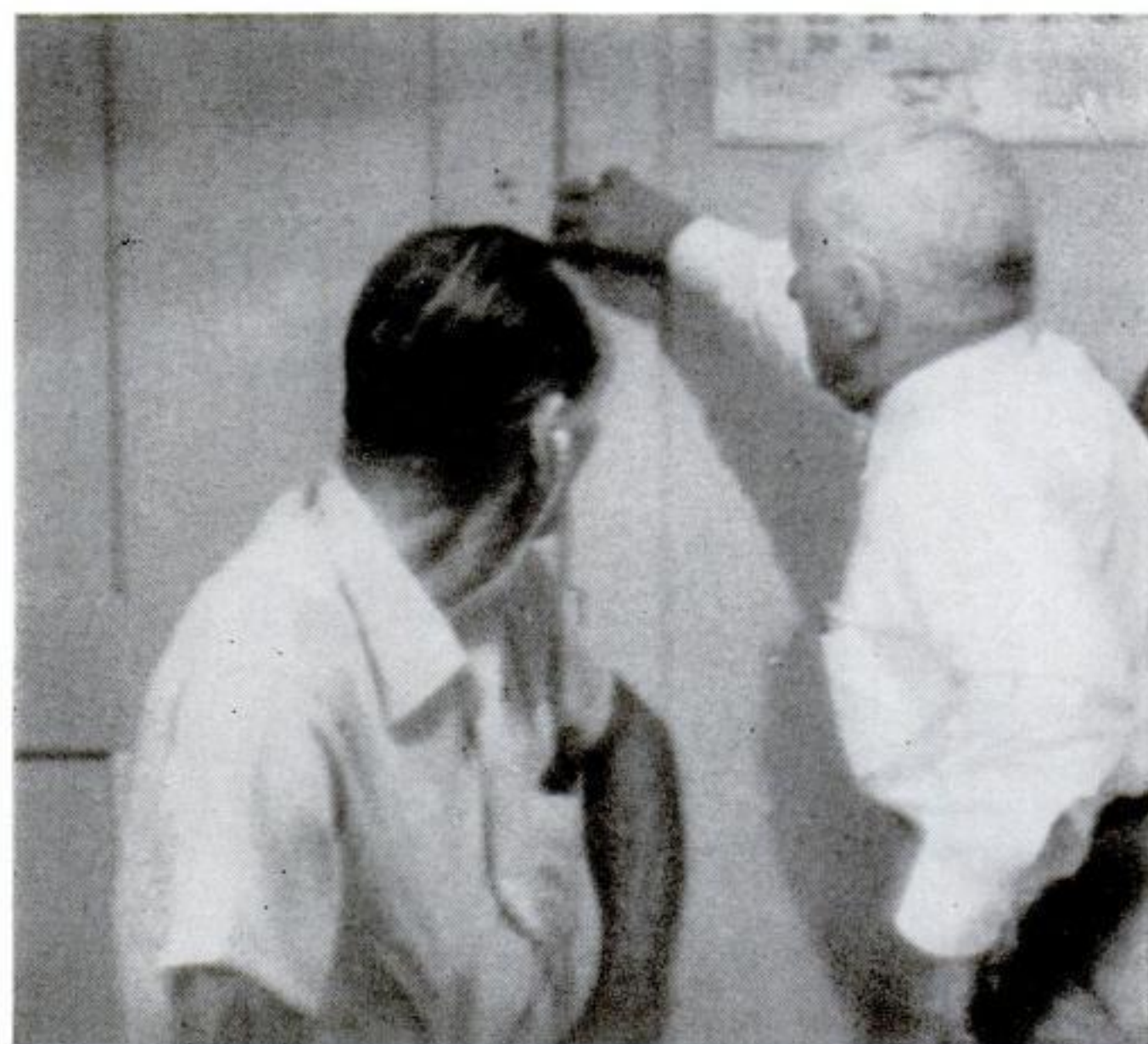
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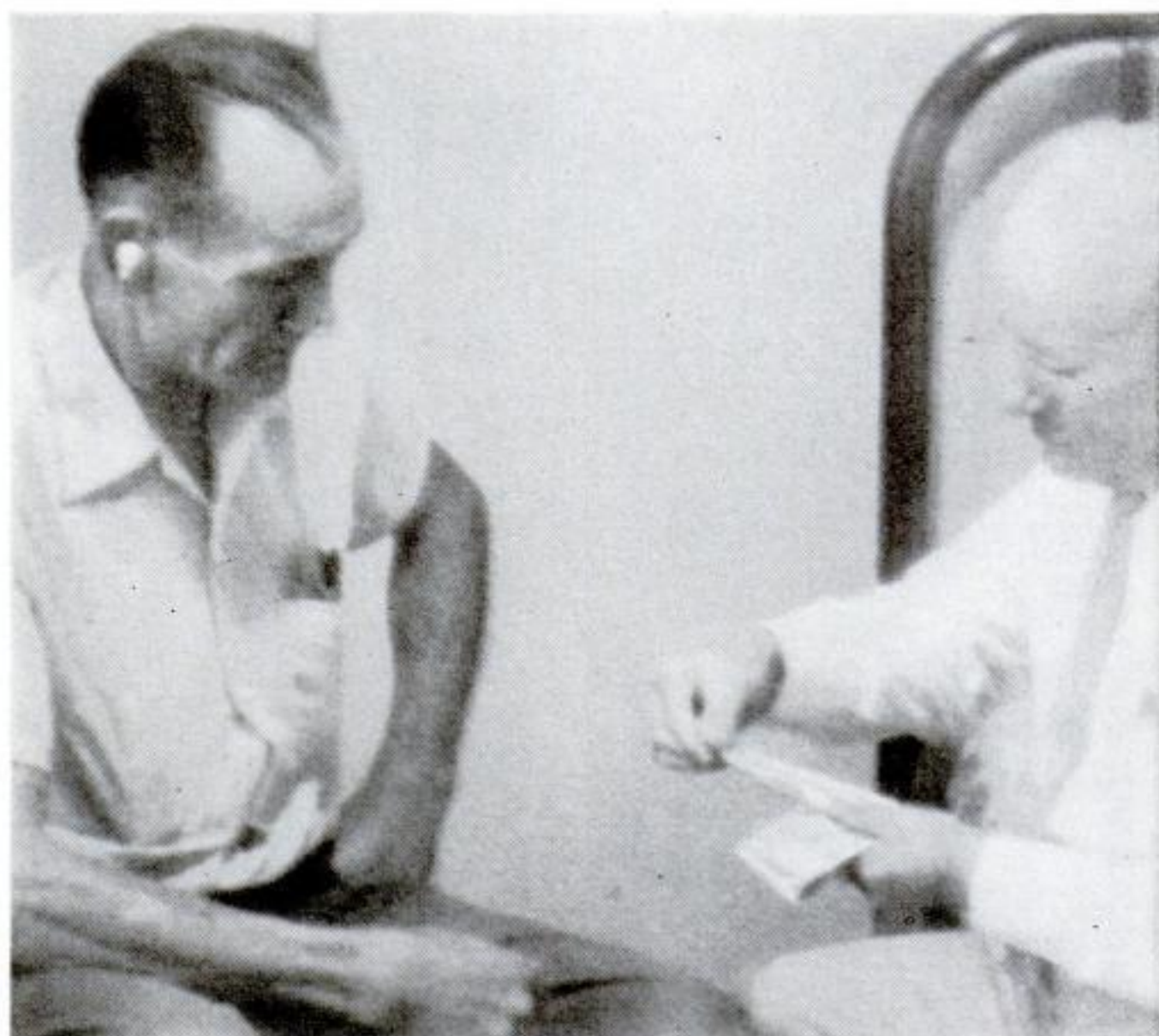
City _____

State _____

Watching Cops CONTINUED



MEETING AN INTERMEDIARY, Moscovitz latches the door as he prepares to give money to Porter Monroe. This was the last of Monroe's three visits.



COUNTING MONEY, Moscovitz takes his time to make sure the transaction gets on film. The room was lighted with a 300-watt bulb hanging overhead.



ACCEPTING MARKED BILLS, Monroe holds his hand out. Agents trailed Monroe to meeting with King, arrested both after he handed over the money.

torso-oh!

thanks

to **Jantzen**

"shapemakery"

"torso-oh" is any girl's torso under the influence of Jantzen "shapemakery", wonderful new figuremaking technique that transforms any girl into a bathing beauty complete with the new higher bustline, the new long-body look, the always glamorous slim waist and exciting curves. "Shapemakery" is an exclusive Jantzen feature, combines the best swim suit bras with the best torso control, on the job all the time. "On the dot" left and "fine line" right have marvelous Jantzen "stay-bras", come in [®]Lastex-powered faille with [®]Celaperm dots, dream colors 16.95.

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swim suits in the world

Jantzen swim caps
in heavenly Jantzen
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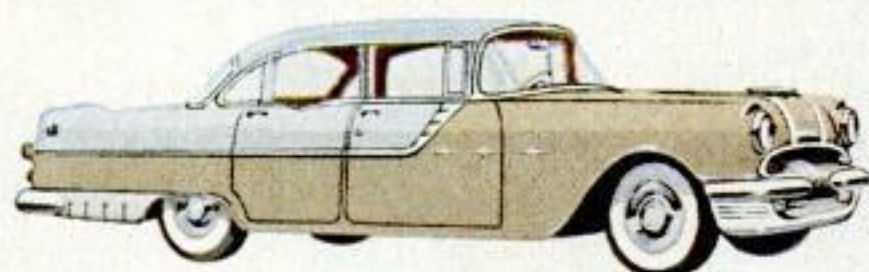
Prices in U.S.A.



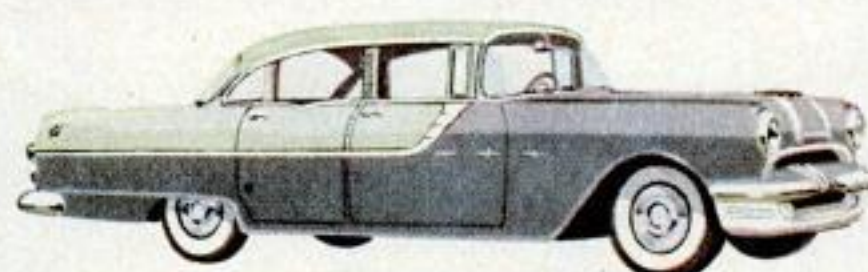
THE STAR CHIEF CONVERTIBLE



STAR CHIEF CUSTOM CATALINA



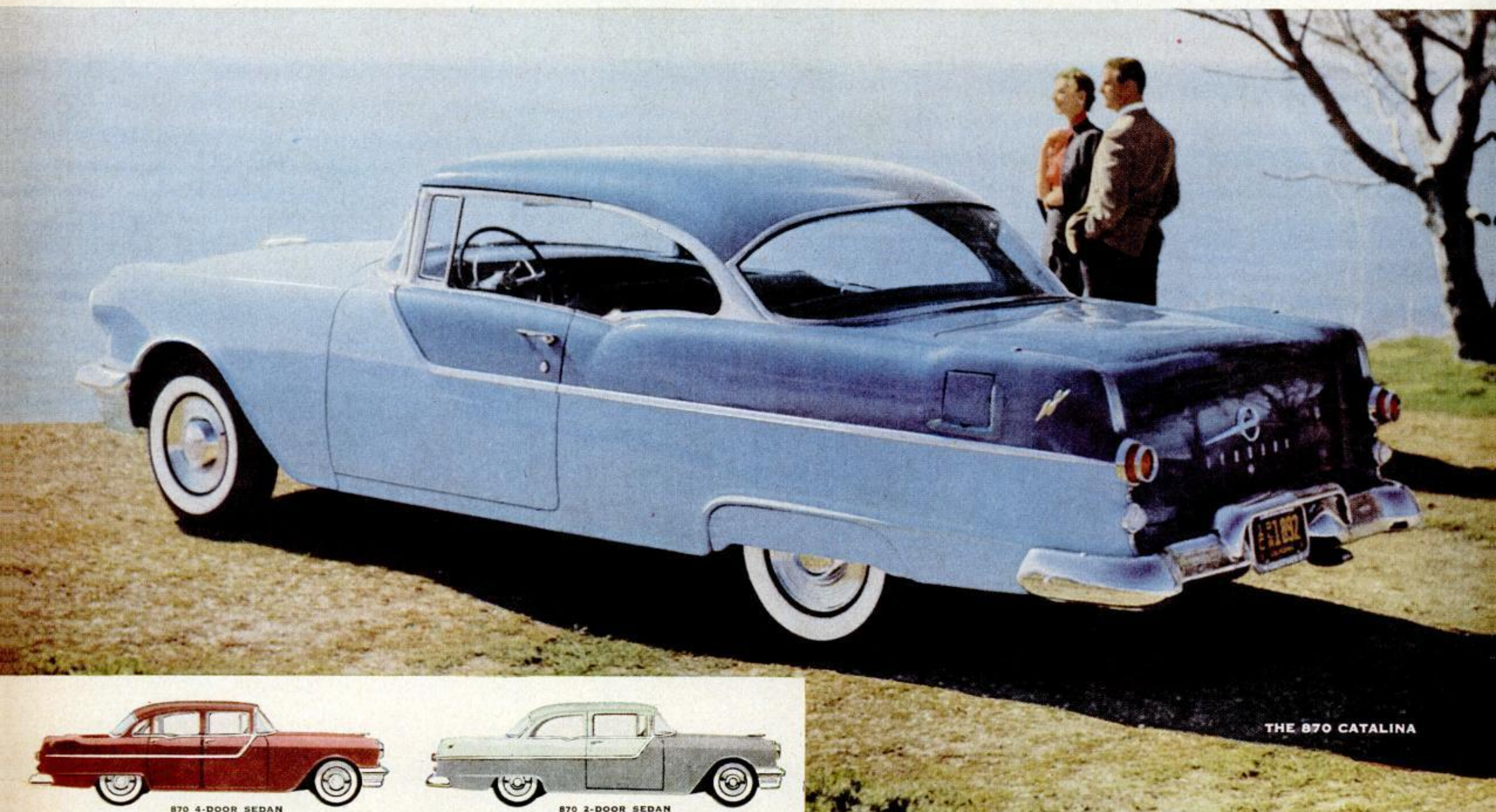
STAR CHIEF CUSTOM SEDAN



STAR CHIEF 4-DOOR SEDAN

THE FABULOUS STAR CHIEF—Here's the car that is making Pontiac owners of former buyers of costly cars. It's big—the roomy, high-styled body with picture-window vision is mounted on a 124-inch wheelbase. It's powerful—the Strato-Streak V-8 engine with optional four-barrel carburetor puts 200 horsepower under

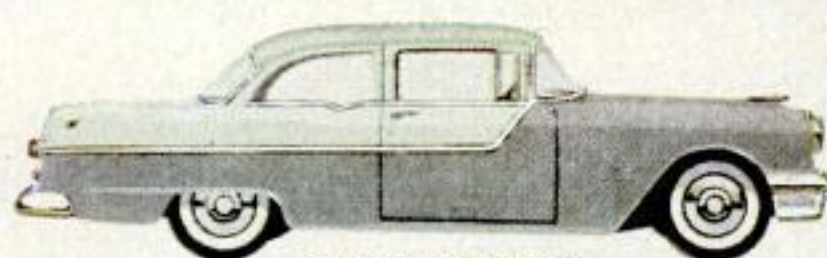
the handsome hood. It's luxurious—the quality of fabrics and appointments compares with the highest-priced cars. It's beautifully distinctive—there is no other car with its "recognition value". And it's a Pontiac—which means topmost reliability, thrift and resale value, plus the easiest price on any big, luxury car.



THE 870 CATALINA



870 4-DOOR SEDAN



870 2-DOOR SEDAN

THE SPECTACULAR 870—Your favorite body style becomes really new and exciting when it is a Pontiac 870. Choice of body colors is as wide as your imagination. Sumptuous color-keyed interiors echo your individual taste. And the car is just as outstanding in every other way. Outstanding in all-around performance, thanks to

Strato-Streak power, wide-stance springing and recirculating ball steering. Outstanding in riding ease, thanks to exceptional wheelbase and weight. Outstanding in the way it handles in traffic, responds with passing power, eases person and mind on long tours. For luxurious driving at modest cost you simply can't do better.

From low cost to peak luxury

Pontiac has Everything!

3 popular-priced lines with America's most colorful style and performance!

Just in case you didn't know, we're using these pages to point out that Pontiac has *three* lines of cars—and that *every* model has *Vogue Two-Tone styling* and *Strato-Streak V-8 power*.

We think this is important because it means that every Pontiac at every price gives you the two fundamentals of prideful ownership—*mode-of-tomorrow beauty* and *years-ahead performance*.

Going back to that matter of price: Naturally, you are very interested in costs and there are future-fashioned Pontiacs for less than many models of the lowest-priced cars. If you seek the last word in luxury, Pontiac has that, too, at prices considerably less than you'll pay elsewhere. And either way you get more inches of road-leveling wheelbase, new big-car stability and roadability, and more eager horsepower than a like sum ever bought before.

You begin to see the reasons why Pontiac sales are breaking all records. Drive the car, learn the rest—action, comfort, roadability and handling ease as wondrously different as Pontiac's standout style!

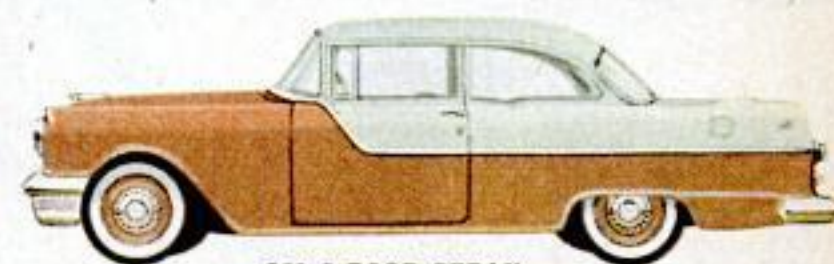


Pontiac

SEE YOUR NEAREST PONTIAC DEALER



THE 860 FOUR DOOR



860 2-DOOR SEDAN

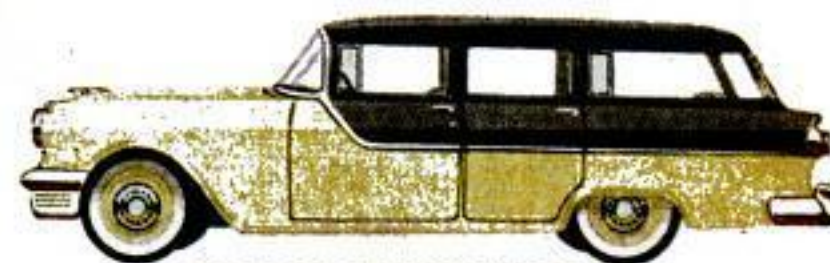
THE BEAUTIFUL 860—This is the line that stamps Pontiac as unmistakably America's greatest buy. It's yours for less than many models of the lowest-priced cars—and for much less than stripped economy models of other makes. Yet it is a king-sized car on a 122-inch wheelbase, delivering 200 horses of exciting Strato-Streak V-8 power with the low-cost four-barrel carburetor . . . and with the extra stability a car must have for a safe, solid feel at cruising speeds. Beauty? Just look—and remember you have a choice of four luxurious interiors!



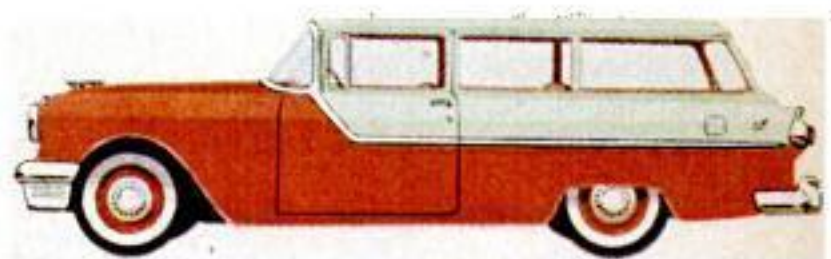
THE BRILLIANT NEW SAFARI



870 4-DOOR STATION WAGON



860 4-DOOR STATION WAGON



860 2-DOOR STATION WAGON

AMERICA'S MOST BEAUTIFUL STATION WAGONS—Pontiac's styling and Strato-Streak V-8 lift the station wagon to new heights of beauty and performance, while Pontiac's exceptional size steps up capacity. The Safari adds to these characteristics a degree of luxury and style never before seen in this

type of car. Designed with traditional Catalina smartness, yet retaining all the utility of a station wagon, the Safari will serve you equally well as a handsome town car, a wonderfully comfortable touring companion, or a hard-working carrier. See it soon—the price will delight you as much as the car.

Who ate my Post Toasties?



A couple's gotta take a stand, when they find trespassing on their property. And don't think the situation can be smoothed over easily — for Post Toasties are the only corn flakes with that particular, crunchy-crisp, rich 'n' delicious flavor.

So hurry right down to the store and tell the man you want some more.

For goodness sake — get **Post Toasties!**

AS FERRY PASSENGERS ARE DUMPED INTO SEA

Japanese fog results in collision and disaster

Yasuichi Kashima, a museum curator of Takamatsu, was sitting on a ferry on Japan's Inland Sea thinking about his trip to Tokyo for an exhibit. His thoughts were shaken by a crash. He ran out on deck, saw that the ferry had been rammed by another boat, jumped over to the other boat and helped pull others across. Then he remembered the camera hanging around his neck. From his perch above the disaster, Kashima photographed the people as they were dumped into the water and the captain of the ferry who stayed with his ship (*below*).

The ferry was carrying 946 passengers, including over 350 students on school excursions. In a dense fog it had collided violently with a freight ferry only a mile from shore and in less than eight minutes went down. Some of the children rushed into cabins to salvage souvenirs and were trapped before they could get back to the decks. Others were simply too small to reach the life jackets kept on high shelves. Altogether more than 150 passengers drowned in Japan's worst ship disaster since last September when over 1,200 lives were lost in another ferry sinking.



SCRAMBLING OVER RAIL as the ferry heels over, passengers make ready to hit the water. Column of smoke comes from the boat's disabled engine room.

AS CAPTAIN OF THE FERRY (RIGHT, WITHOUT LIFE PRESERVER) COMFORTS WOMAN PASSENGER, OTHER VICTIMS SLIDE OFF SIDE OF THE HEELED-OVER BOAT





Style #6323, Bostonian *Lo-Slope*, Brown and Wheat. Glacier Mesh with Tan Softee Trim.



whose famous Bostonian

Lo-Slopes are these?



His breezy newspaper column appears in papers coast-to-coast.

GLACIER MESH is the best thing next to lightweight leather when temperatures soar! Bostonian employs both in a brand new way: cool, airy Glacier Mesh from tongue to toecap; skin-soft calf that's lower around the ankle, tension-free on the instep. See how newspaper columnist **EARL WILSON** takes to his Bostonian *Lo-Slopes*! Newest colors include Charcoal Brown. Most styles \$16.95 to \$24.95

The man who sells Bostonians® is making friends for life



#843, Bostonian *Tom-Tom*, Authentic Two-Eyelet Moccasin, Imported White Buck, Tan Trim. From \$12.95



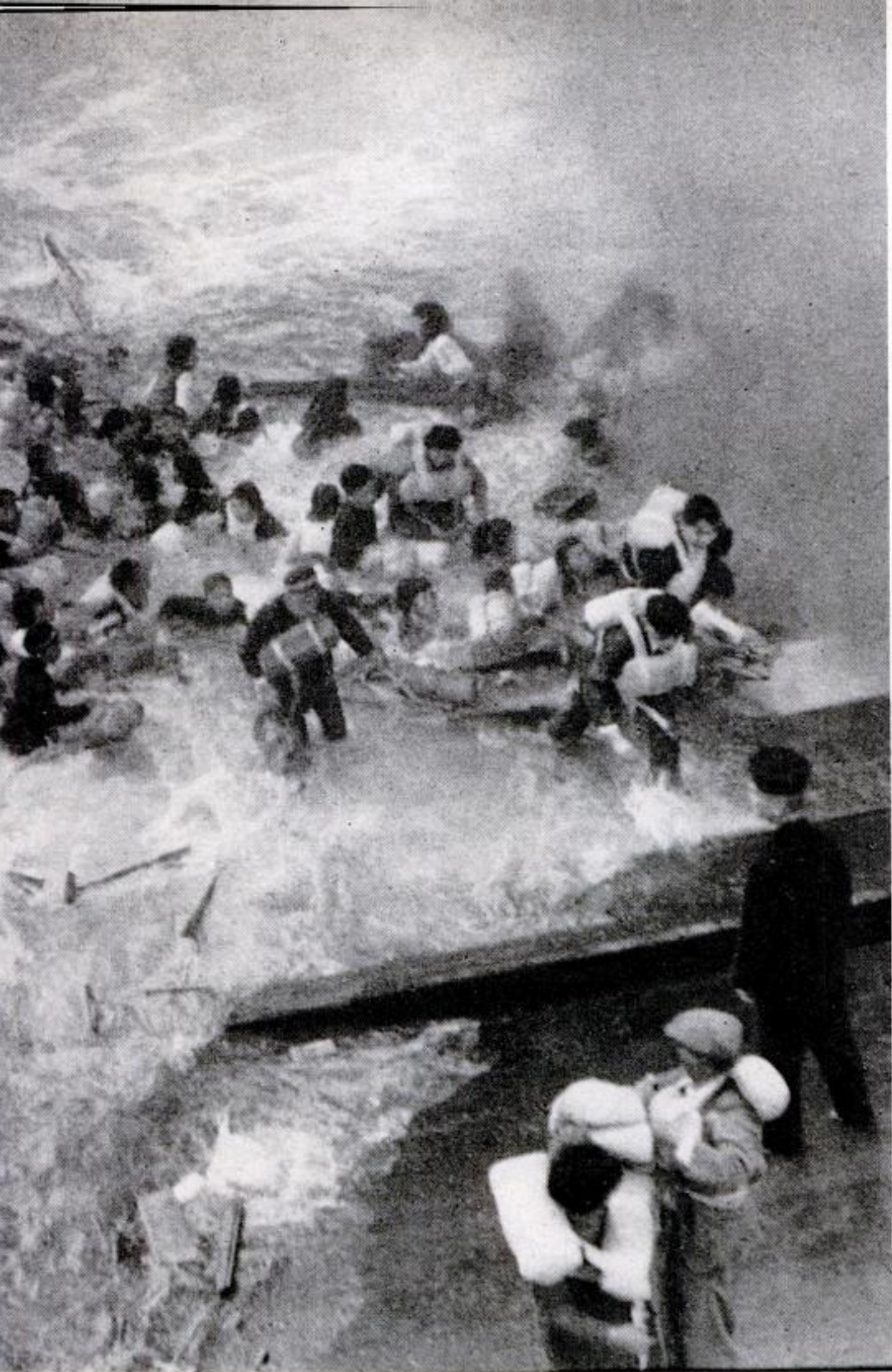
#488, Bostonian *Ardmore*, U-Wing Oxford — Glacier Mesh, Golden Calf Trim.

©1955 Commonwealth Shoe & Leather Co., Whitman, Mass., Shoetown, U.S.A.



SLIPPING OFF THE SIDE of the foundering ferry, some passengers scramble back toward a point where the boat's captain (*far right*) is still standing.





STRUGGLING TO STAY AFLOAT (below), swimmers cling to lifeboats, rafts, debris in a swirling pool stirred up by boat as it sank, carrying captain.



CONTINUED ON NEXT PAGE



FAIRFIELD SET
Engagement Ring \$550
Also \$475 to \$3000
Bride's Ring \$225

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BRIDAL VEIL DESIGNED BY JOHN FREDERICS FOR MILGRIM.

Your most priceless possession . . . your diamond engagement ring symbolizes deep, enduring things that go beyond words. Be sure you choose the finest.

ARTCARVED gives you these assurances of enduring quality and value:

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In wedding rings, too, there's nothing finer than **Artcarved**. Made of precious gold specially hardened by an exclusive **Artcarved** process for enduring beauty, **Artcarved** wedding rings are guaranteed for a lifetime, yet they cost no more—\$8 and up.



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HARTSDALE SET
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Beloved by brides for more than a hundred years (1850-1955)

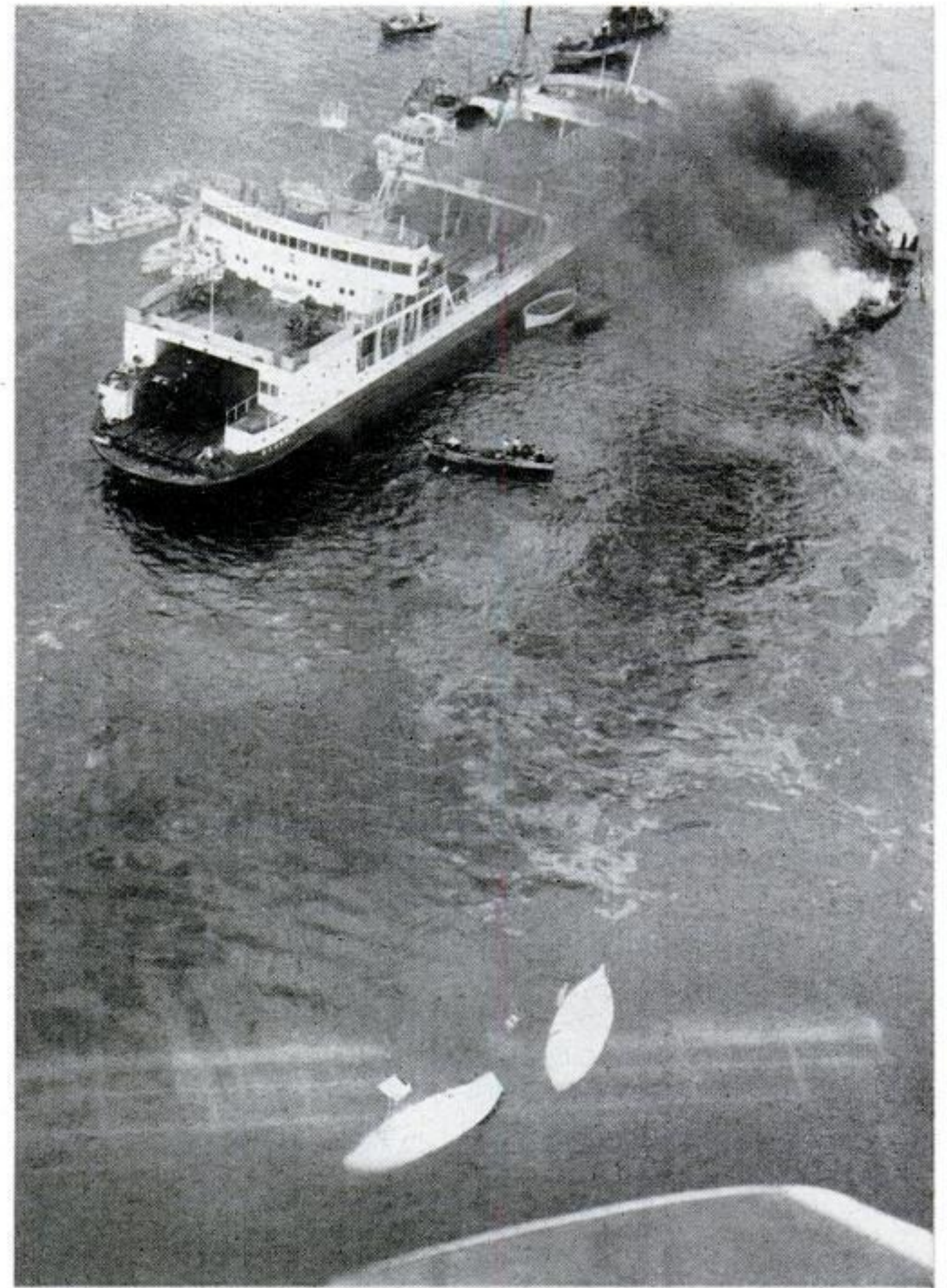
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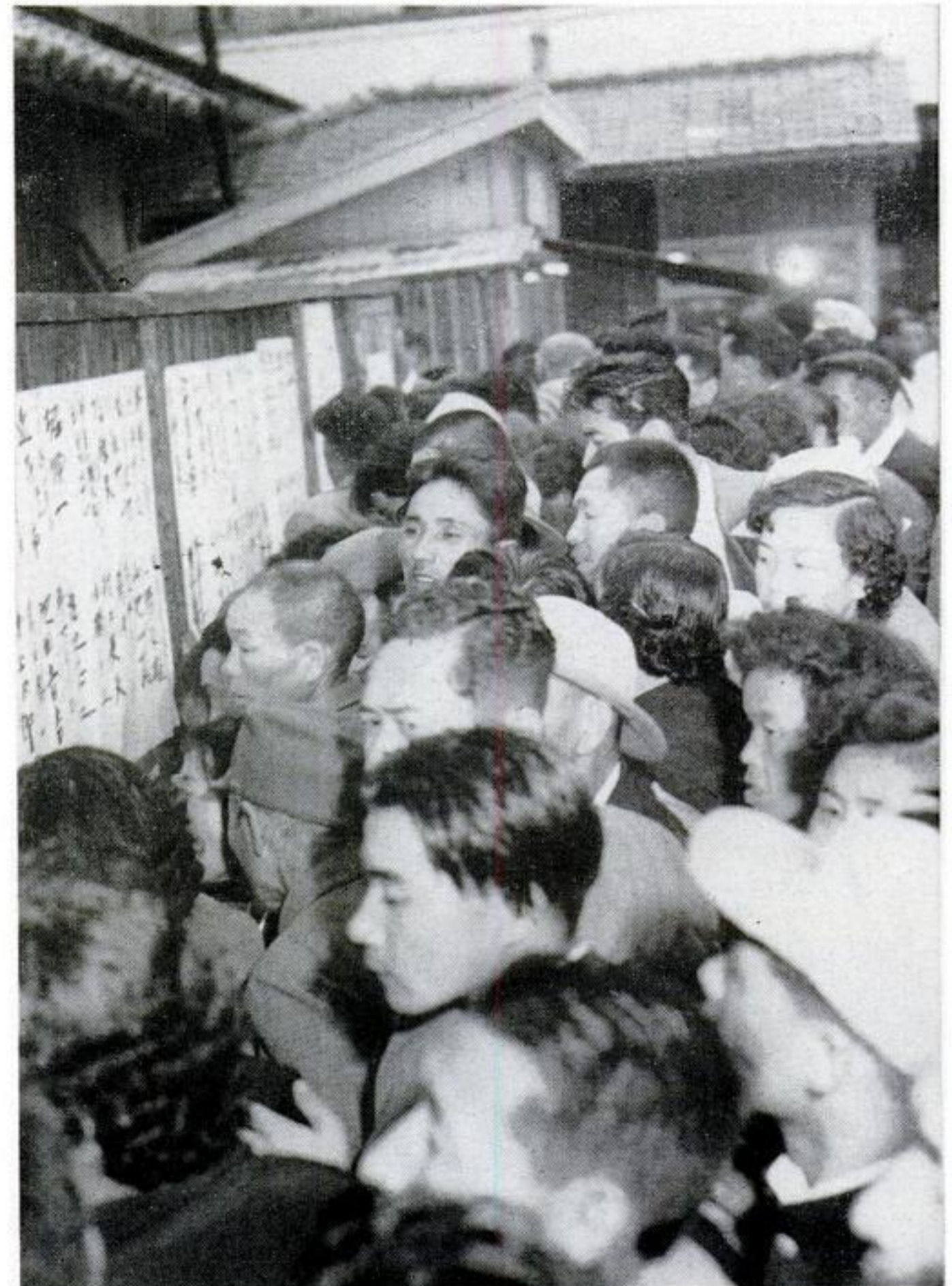
two rare specimens
from Cole's FEMALE ANIMAL
swimsuit collection

The charcoal leopardess... a dangerous mankiller!
Inhabits the smartest beaches. One-piece, \$10.95;
two-piece, \$8.95; clipper head scarf, \$2.95.

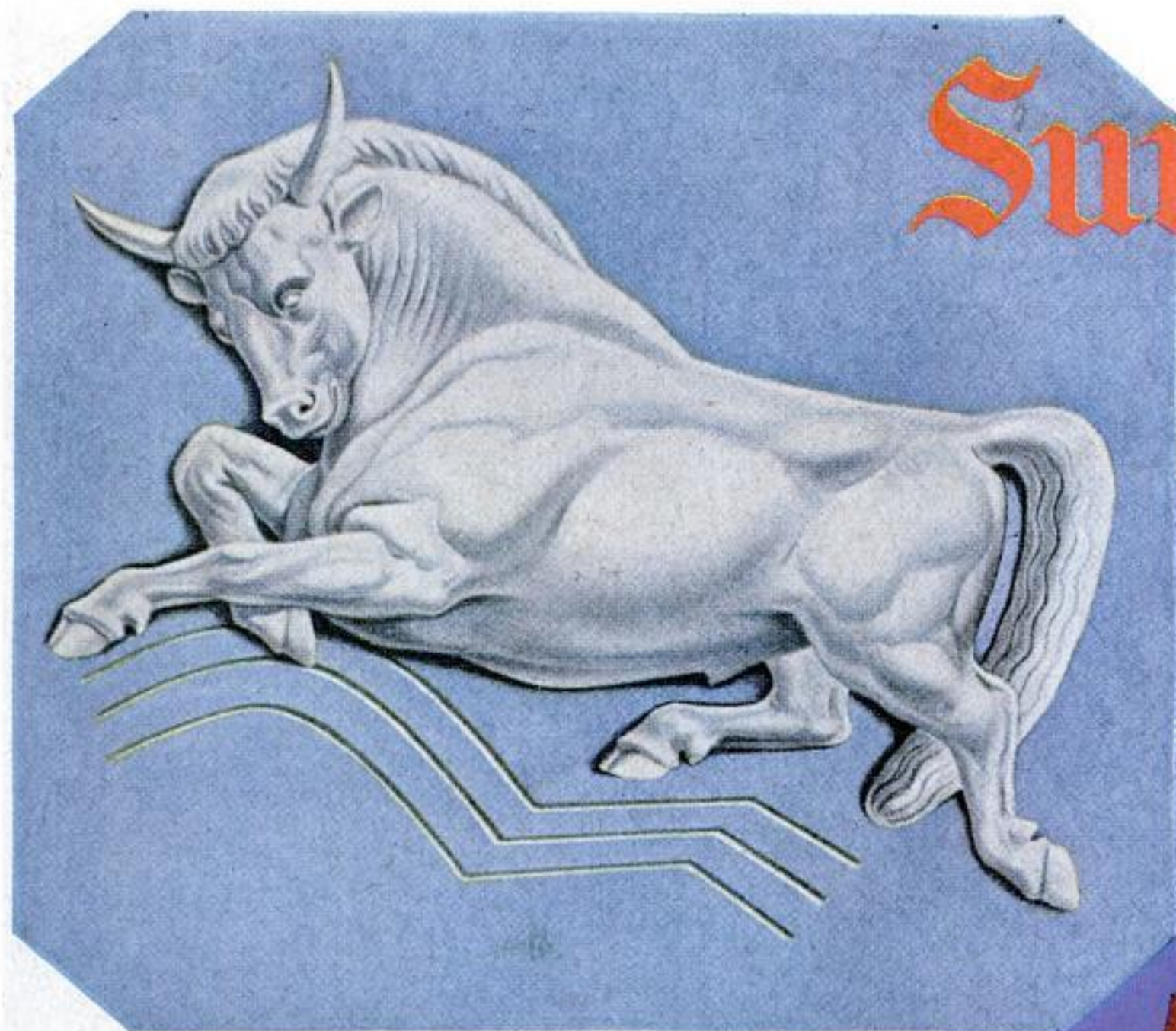
Ferry Disaster CONTINUED



GHOSTLY OUTLINE of the sunken ferry remains beneath white lifeboats three hours after collision. Freight ferry which sank the boat still stands by.



WORRIED RELATIVES crowd around the survivors lists posted on a bulletin board in Takamatsu, a city on Shikoku Island from which the ferry left.



Sure as the day
You were born...

TAURUS (April 20—May 21) Taurians have great determination. Also, they appreciate the finest in food and drinks. So naturally they insist on Seagram's 7 Crown.



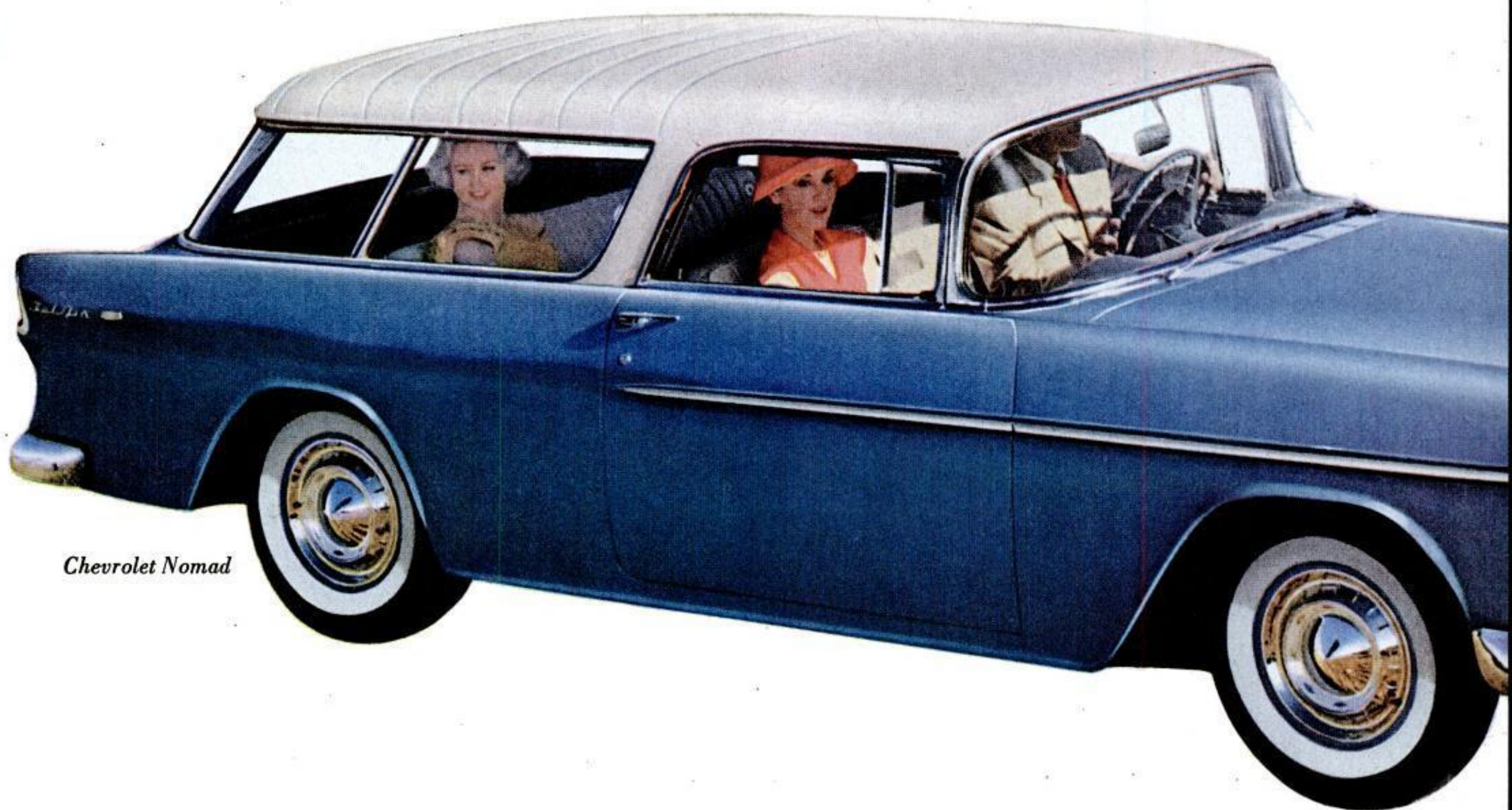
GEMINI (May 22—June 21) People born under the sign of Gemini are genial and likable. They enjoy parties and sociable evenings—particularly when Seagram's 7 Crown is served.

But no matter when you were born... any day between January 1st and December 31st, you're sure to like Seagram's 7 Crown. That's the wonder of America's favorite whiskey—it has a wonderful taste and wonderful smoothness that *everyone* appreciates...every time!



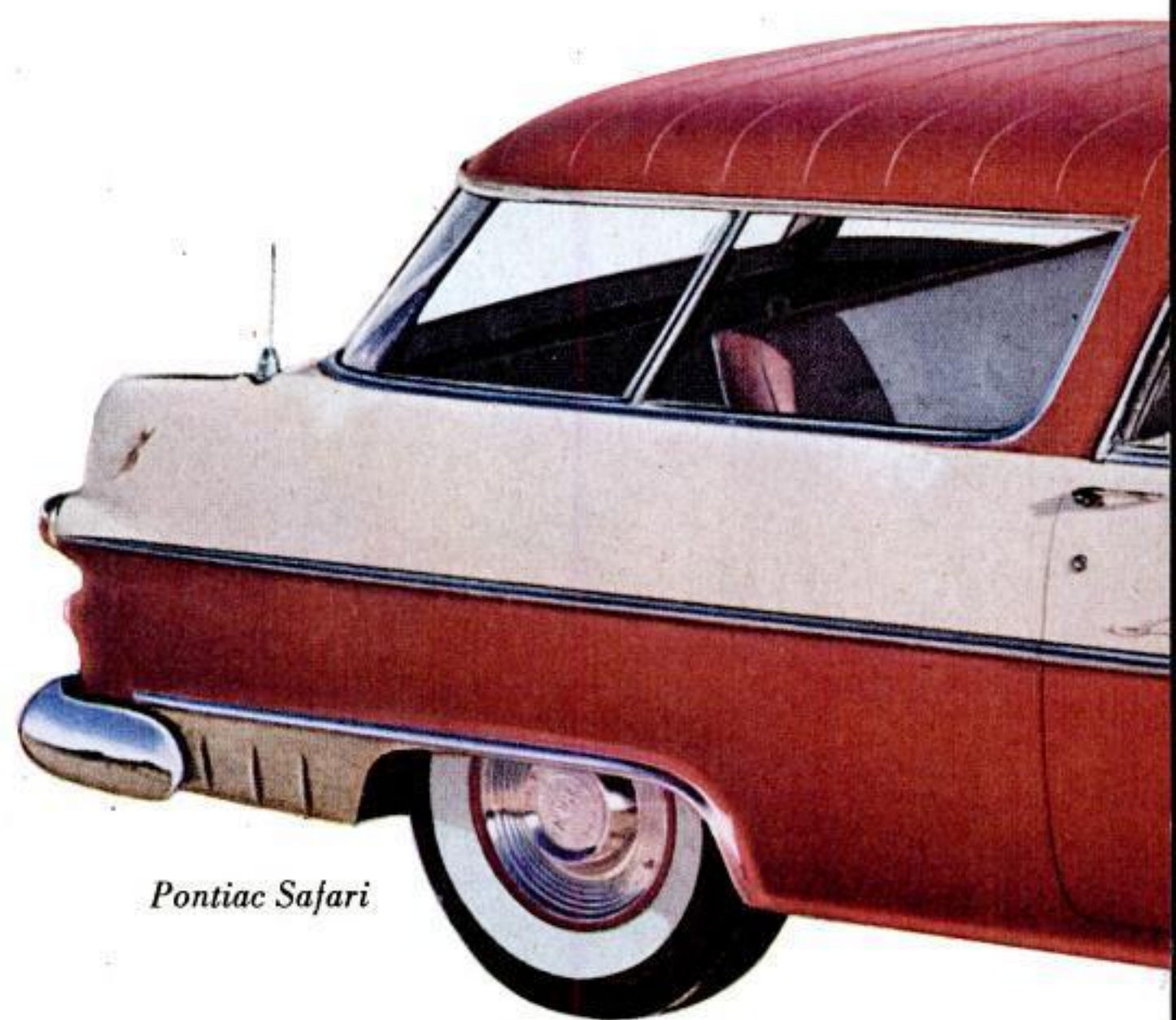
Say **Seagram's** and be **Sure**.

SEAGRAM-DISTILLERS COMPANY, NEW YORK CITY. BLENDED WHISKEY. 86.8. PROOF. 65% GRAIN NEUTRAL SPIRITS.



Chevrolet Nomad

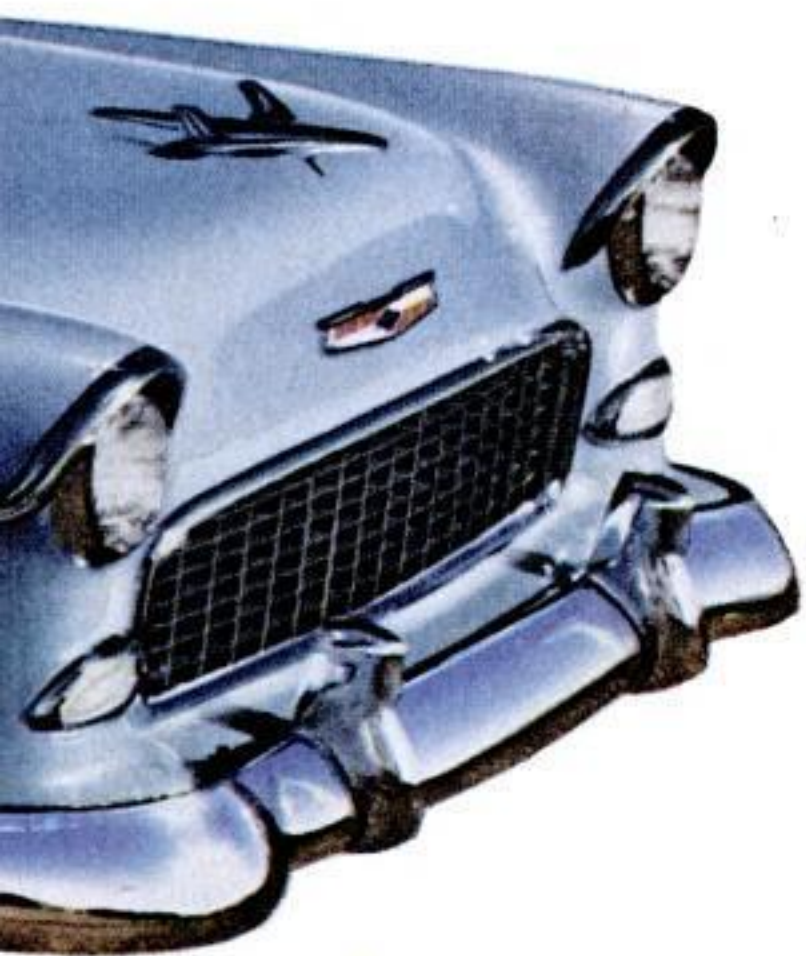
with this new kind



Pontiac Safari

GENERAL

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC



Our trend-setting General Motors designers have done it again. They've taken the practical features of the typical station wagon. Merged them with the beauty and sports-car smartness of the popular GM-originated hardtop. And come up with a completely new "breed" of motor-car—especially designed for those who prefer suburban and country living.

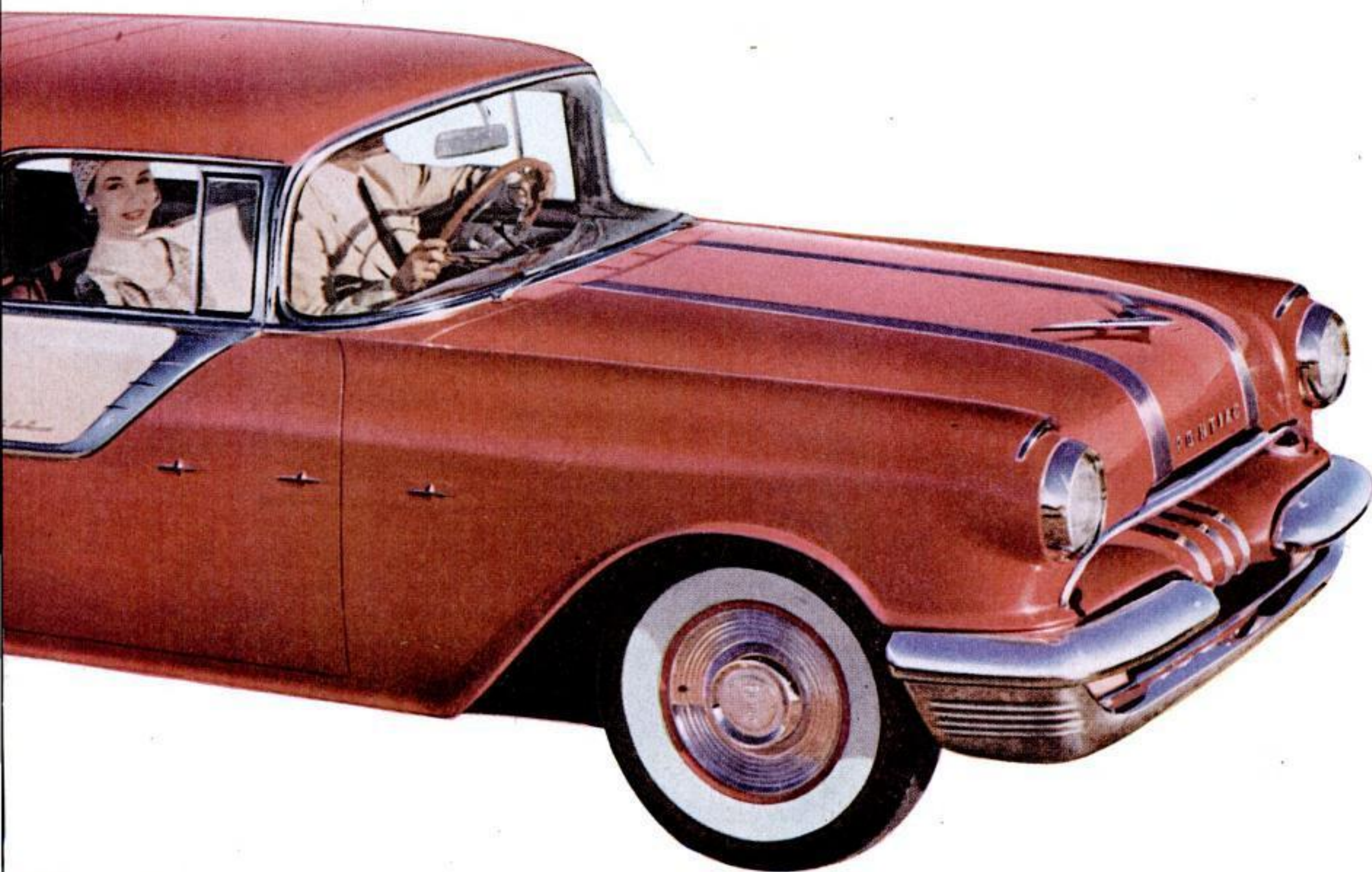


This is typical of the style alertness—matched by advanced engineering—which distinguishes our entire 1955 General Motors line. Whether your choice is Chevrolet,



Pontiac, Oldsmobile, Buick or Cadillac — your dealer has plenty of demonstrable proof that your key to greater value is the key to a General Motors car.

of car:



MOTORS *leads the way*

All with Body by Fisher • GMC TRUCK & COACH

Look at the new **Motorola** **Portables!**

**The handle is a
rotating
antenna**

You just turn the handle (not the radio) for stronger, clearer reception. Because it's three times as big as other portable antennas, and turns to face signals head-on, you bring in stations you've never heard before on a portable. Sets use AC, DC current or batteries. Shatterproof steel cabinets are covered with scuffproof, stain-resistant miracle fabric.

See them—*hear them*—at your Motorola dealer.



CITATION—comes in charcoal, green, red or blue, with clear plastic and gold front. \$34.95*



PIXIE—World's most powerful pocket radio. Twice the power—twice the battery life, too, Motorola Golden Voice. Only \$29.95 in suntan or ebony, earphone jack. (Carrying case available at slight extra cost.)



SPECTATOR—Taupe color case, with chocolate brown plastic trim. Exclusive Roto-tenna handle. Only \$29.95*



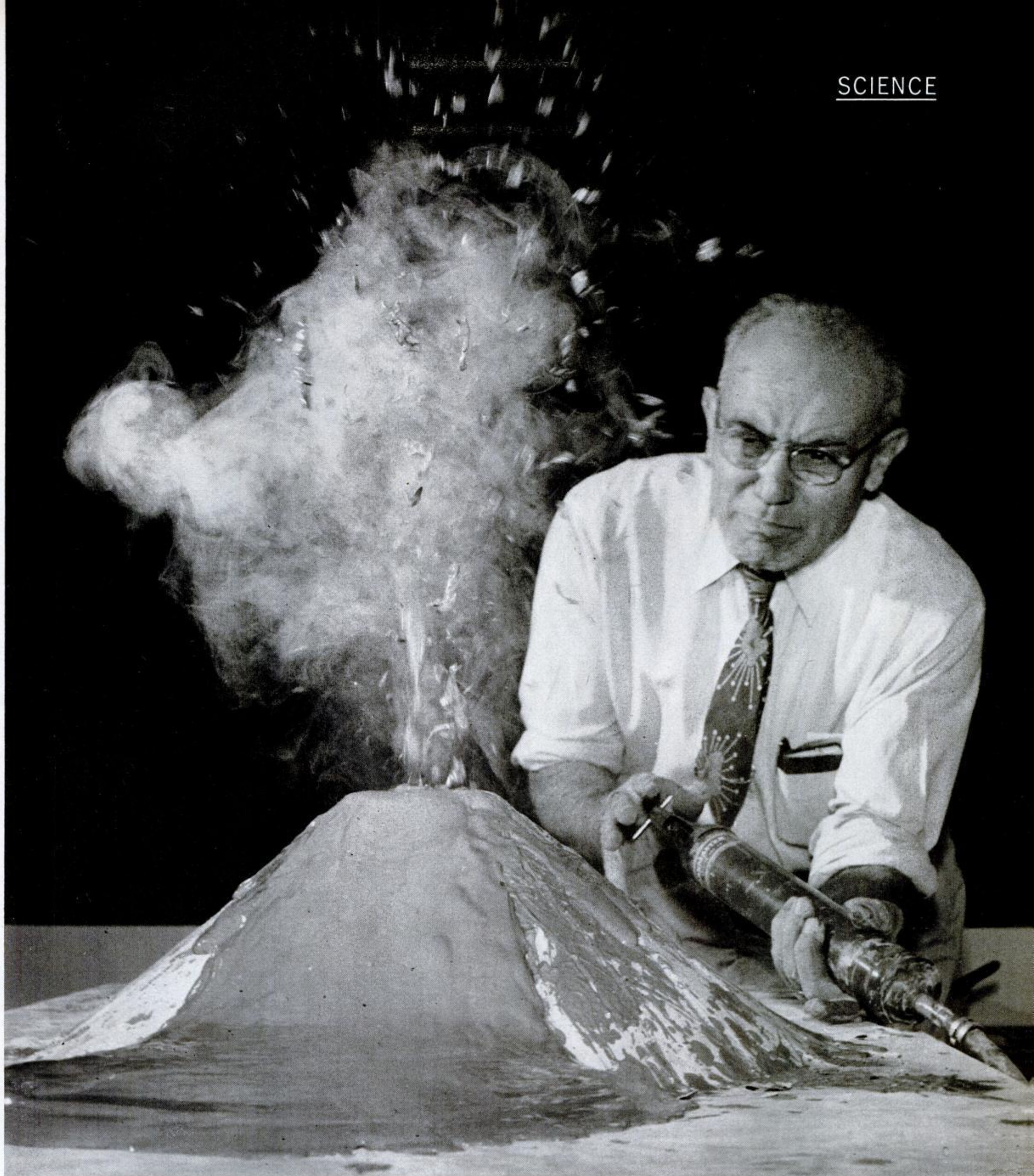
CARIBBEAN—Deluxe gold-trimmed design, in white or suntan color, chocolate brown Roto-tenna handle; or charcoal with ebony handle. \$39.95



DIPLOMAT—The extra-long-range 6-tube portable. Ebony or suntan, gold-finished trim. \$59.95*

Motorola, Inc., WORLD'S LARGEST EXCLUSIVE ELECTRONICS MANUFACTURER

*Prices slightly higher in South and West. Batteries extra for all sets. Prices and specifications subject to change without notice.



MINIATURE VOLCANO ERUPTS AS DR. CLOOS SQUEEZES A MIXTURE OF DRY ICE AND MUD FROM CALKING GUN. STEAM AND LAVA BURST FROM THE CRATER

GEOLOGIST'S MINIATURE CATAclysms

Life for Professor Ernst Cloos is just one little catastrophe after another. To dramatize for his students at Johns Hopkins University how the earth's crust buckles and spouts steam and fire, Dr. Cloos reproduces natural cataclysms step by step in miniature. In manufacturing

his upheavals, he uses a few buckets of potter's clay and simple homemade equipment. His more exact and elaborate models of specific land formations show the underlying geological structure so accurately that oil companies often study them for guidance where to drill.

Dr. Cloos's most spectacular demonstration (*above*) shows how overflowing lava builds up into a volcano. It has no commercial application but brings its creator a Promethean satisfaction as he makes his volcano spout "lava" and "smoke" in a Lilliputian eruption.

KNOWN THE WORLD OVER

FOR QUALITY

KNAPP MONARCH Therm-A-Jugs



ALSO MAKERS OF THE FAMOUS K-M THERM-A-CHESTS

Insist on the finest. Only the **K-M** Therm-A-Jug has these exclusive features: **K-M** test-proofed super insulation... Super Durex liner is odorless, tasteless, non-staining because it's especially coated... outer jacket is rust-proof treated for years of service and good looks... comes with push-button non-clog spigot, or easy-pour plastic spout in both 1 gallon and 1½ gallon sizes.

Original **K-M** Therm-A-Jug has been the choice of millions for more than a quarter century. The new exclusive features listed above make today's Therm-A-Jug the most efficient, the finest, your money can buy. This is proved by the acclaim which has been given the **K-M** Therm-A-Jug by Sportsmen, Travelers, and First Aid Groups described below.

K-M THERM-A-JUGS ACCLAIMED THE WORLD OVER



Sportsman's Club

Awarded the Sportsmen's Club of America Plaque for product excellence in design, craftsmanship and utility.



Admiral Byrd

Admiral Byrd selected the K-M Therm-A-Jugs on his expedition to the South Pole.



Disaster Aid Societies

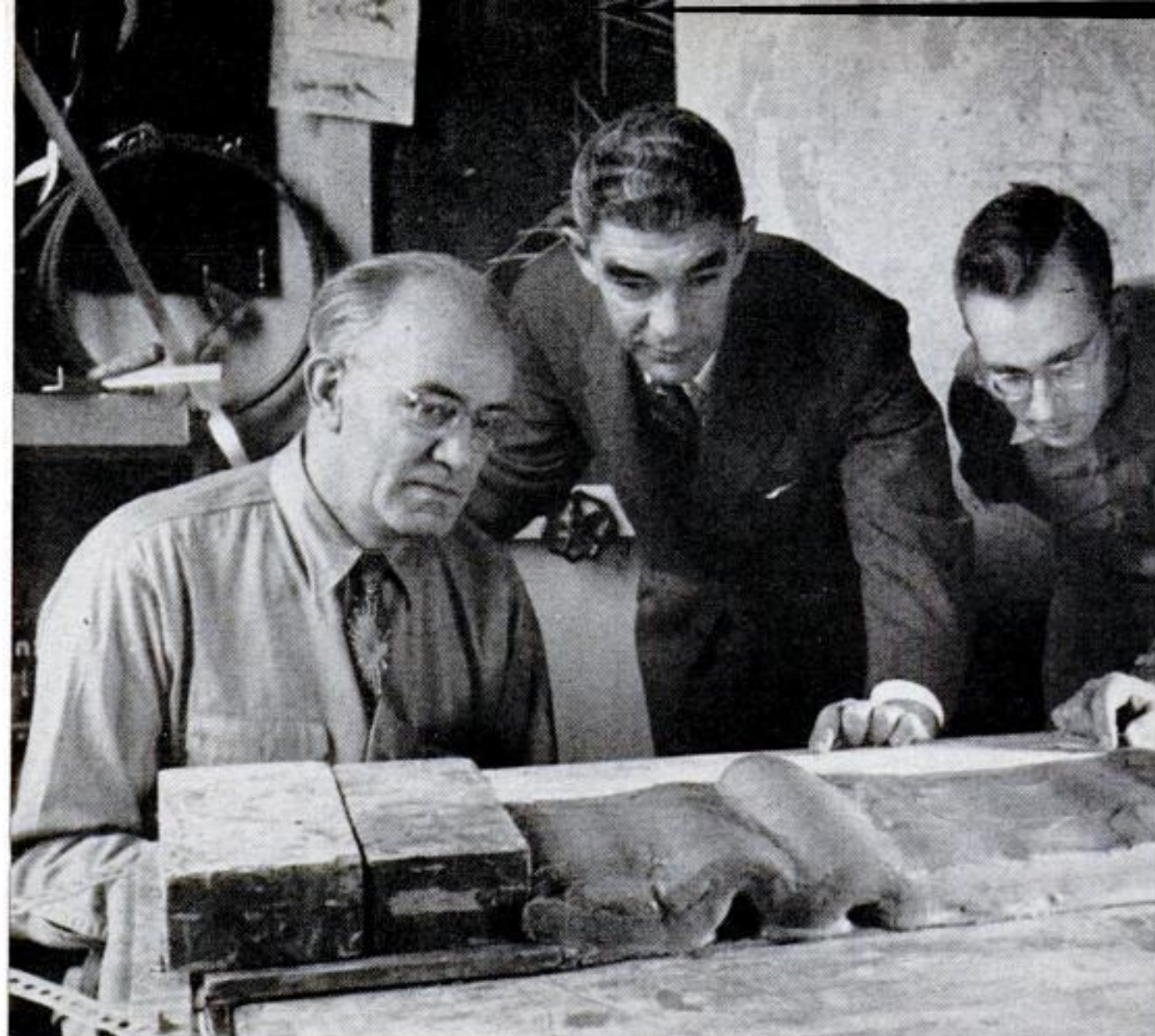
When disaster strikes in the form of floods, tornado or other national emergency, K-M Therm-A-Jugs are on the scene.



Exclusive Super-Durex Liner

Now, K-M Therm-A-Jugs have the new, improved, Non-corrosive, aluminum liner with the specially treated "Super-Durex" White finish.

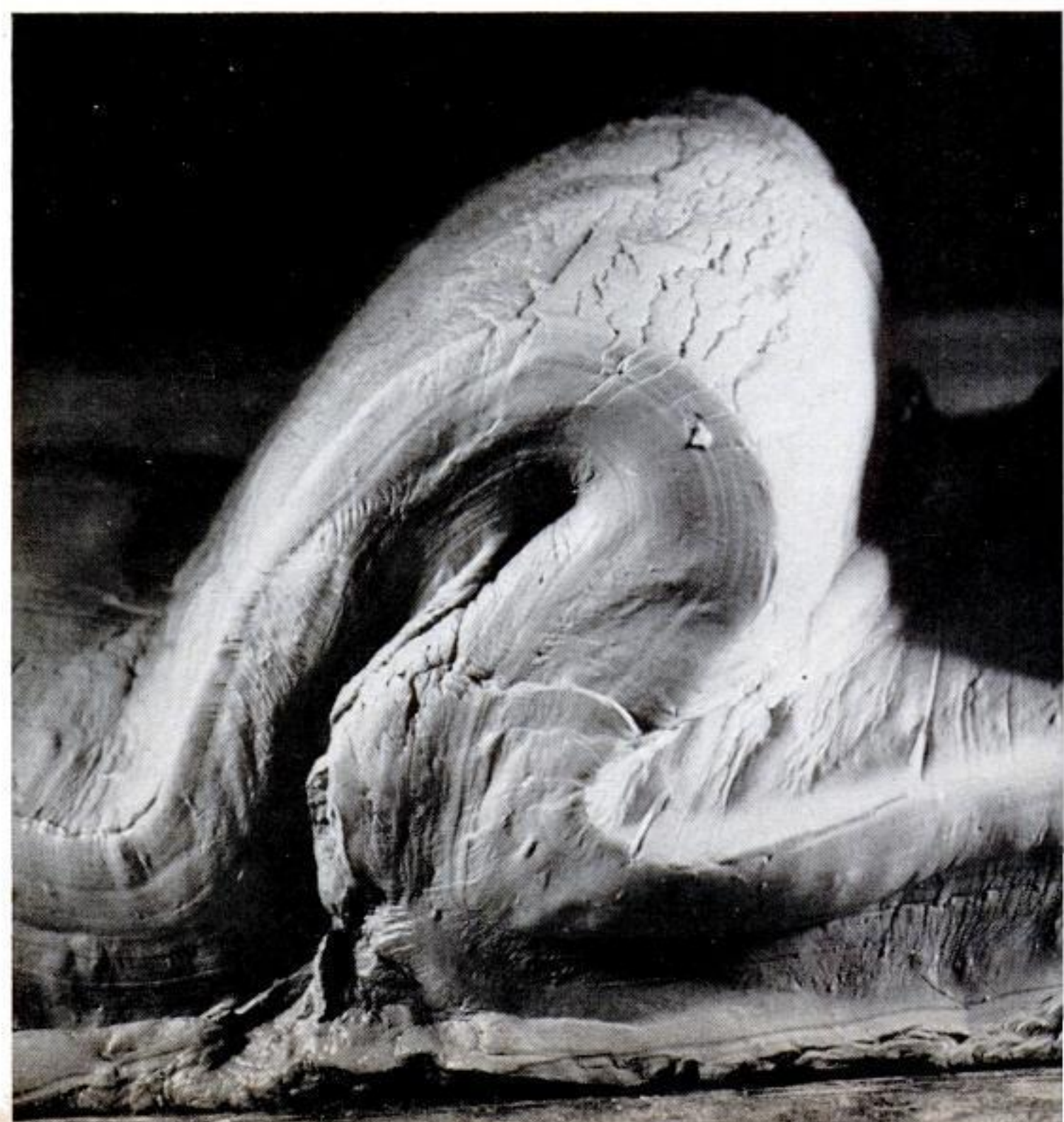
KNAPP-MONARCH CO. • ST. LOUIS 16, MO., U.S.A.



BUCKLING EARTH, in a process which produces mountains, earthquakes, is recreated by Dr. Cloos (left), using moist clay spread on a stretched rubber sheet. When rubber shrinks, clay is thrust up.



GEOLOGIC FOLDS simulating the form of the Appalachian Mountains appear in the damp clay as the rubber sheet contracts further. Bricks prevent clay from spreading off the end of the sheet.





Miniature Cataclysms

CONTINUED

A ROLLING RANGE of clay hills with a deep valley between assumes final shape when rubber sheet underneath has shrunk to its normal length. Different colored layers show how strata bend, buckle.



CONTINUED ON NEXT PAGE

For a happy change
to a lighter highball,
cocktail or straight drink.

CORONET V.S.Q. BRANDY



BRANDY DIST. CORP., 350 FIFTH AVENUE, N.Y. 1, N.Y. • CALIFORNIA GRAPE BRANDY • 84 PROOF

FOR THE
FIRST TIME

*fine line
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AT

BALL PEN COST

1. Won't blur!
2. Won't run!
3. Won't spatter!
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The ball
is a half
the usual
size...

ONLY \$1.95

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EVERSHARP

Small Ball

EXCLUSIVE!

DOUBLE PROTECTION CLIP



Press here to slip easily in pocket. Point retracts automatically. Stays safely locked in—no chance of staining clothes. Try it! Then compare it with clips on other pens at any price!

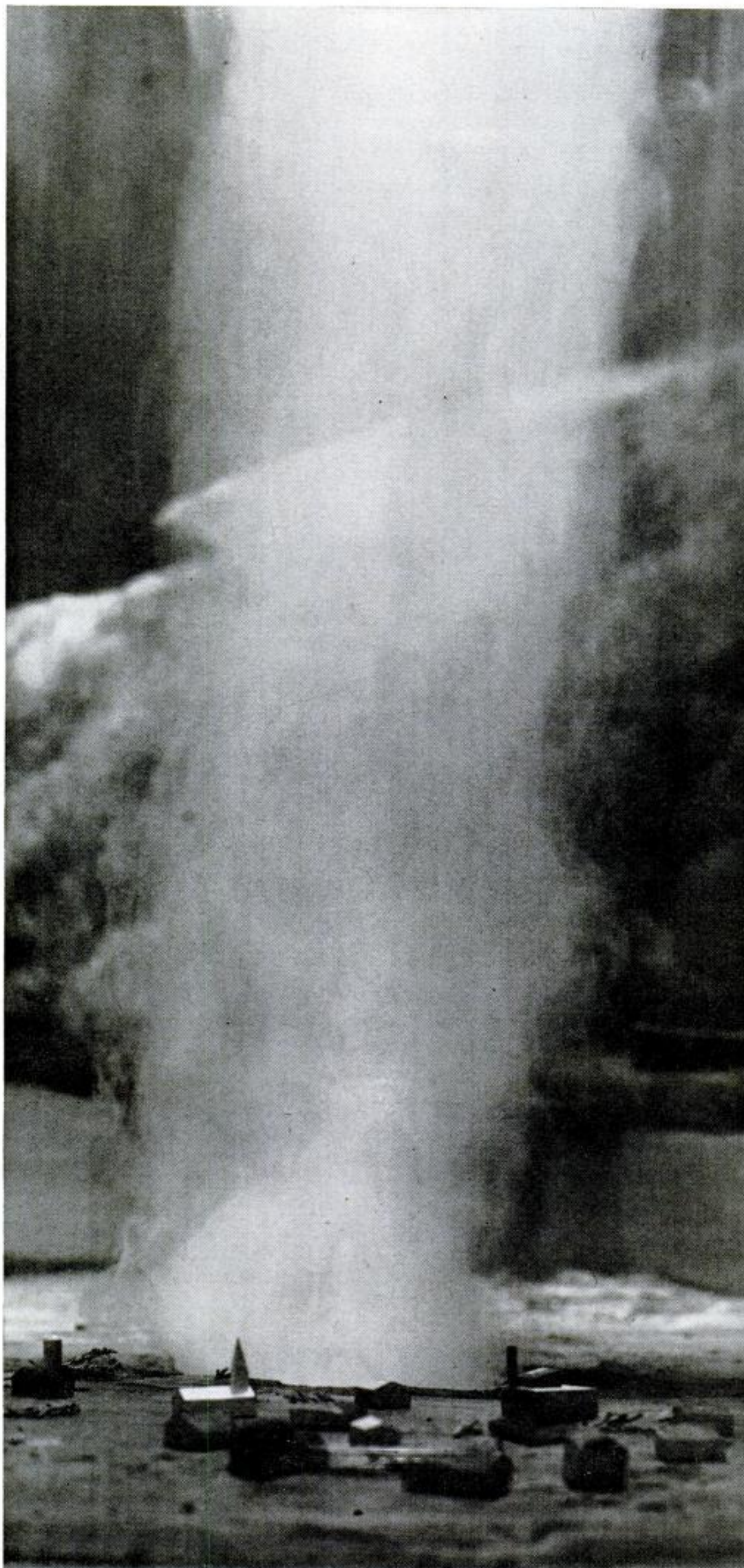
Miniature Cataclysms CONTINUED

TOY TWISTER ON A TABLE TOP



JEHN PUTS TOY TOWN IN MODEL

The University of Texas also has its small-scale catastrophes. There Kenneth Jehn, assistant professor of meteorology, has made a working table-top model of a tornado. It consists of a glass-enclosed circular landscape dotted with toy houses and with a pie plate filled with water in the center. As the pie plate is heated from below and cold air is blown in through a slit in the side of the case, the column of rising water vapor condenses and forms the funnel of a twister rampaging toward a small town.



TOY TWISTER, four feet high, hovers near village against painted backdrop of clouds. Though it looks fearsome, tornado is too weak to disturb the town.



ESHELMAN 70 MILES PER GAL. GAS
CHILD'S AUTO WITH MOTOR

Sturdy, Safe, Commended by "PARENTS' Mag." Also Lowest Priced 2 Pass. Adult Sport Car
SHIPPING POINTS: BALTO., CHICAGO, RENO
Free Catalog Write: ESHELMAN CO., DEPT. MC-258, 109 Light St., Balto. 2, Md.



**Finest T-V TABLE
MONEY CAN BUY!**

BRASS
or
CHROME



From
\$2.99
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Comfort Line

COMFORT LINES INC.

Chicago 14, Illinois



Walking's Wicked

WHEN CORN PAIN STRIKES! Don't suffer; dissolve the corn with Gets-It! Liquid medication helps ease pain quickly, makes it easy to remove corn safely. Ask for Gets-It. Use it—today!

GETS-IT
LIQUID
CORN REMOVER

STOPS BUGS FROM BITING YOU!



MFD. BY TRU-PINE COMPANY, 7638 S. VINCENNES, CHICAGO 20, ILL.



1. My very favorite is Jell-O Instant Pudding



2. I can make it so good!



3. Just beat it up with milk



4. And the *best* part is . . .



5. It's done so fast! Dessert's ready, everybody!

Fun to make—fun to eat
the "BUSY-DAY" dessert
You can make it and serve it—at the very last minute

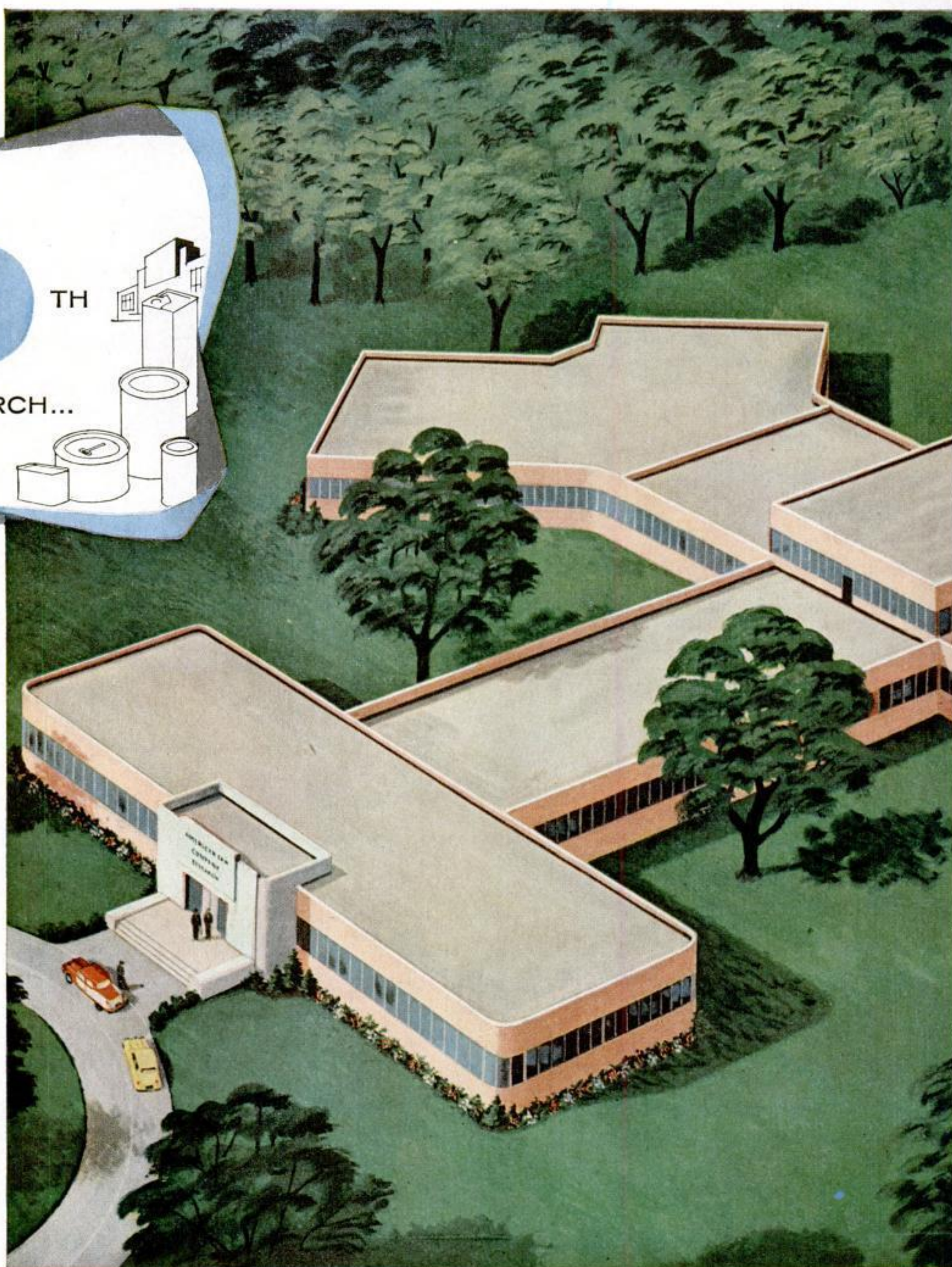


VANILLA • CHOCOLATE • BUTTERSCOTCH • COCONUT CREAM

JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORPORATION



- 1906—Canco opens first can research laboratory.
- 1914—First modern-type cover-sealing compound.
- 1924—First vacuum pack coffee can.
- 1925—First enamel can lining to protect the contents of vegetable, fish and meat cans.
- 1926—First method for vacuum packing vegetables.
- 1928—First exact formula for determining correct sterilizing schedules for canned foods.
- 1931—"Ideal" specifications for tinplate steel.
- 1932—First refinery-sealed motor oil can.
- 1933—Vacuum-syruper process for canning fruits.
- 1934—First practical paper milk carton.
- 1935—First can for beer and ale.
Quick and easy opener for beverage cans.
- 1936—"Tenderometer" to measure quality of peas.
- 1937—First luncheon meat can.
- 1941—First "high-temperature, short-time" sterilizing method for canning foods.
- 1942—First blood plasma cans for war.
Canco pioneers wartime tin conservation.
- 1947—First can with cemented side seam which permits all-around lithography.
- 1953—Dripless-spout liquid-detergent can.
- 1954—MiraCan®—flat-top, high pressure beverage can.
- 1955—Canco opens new can research laboratory.



AMERICAN CAN COMPANY opens the most

**DEDICATED TO CREATING CANS THAT
WILL PUT NEW CONVENIENCE INTO
YOUR FUTURE**

Probably no single item plays a more important part in our daily lives and yet is so easily taken for granted as the humble metal can. For life as we know it today would not be possible without the hundreds of products we use and enjoy—simply because a metal container makes them so readily available to us.

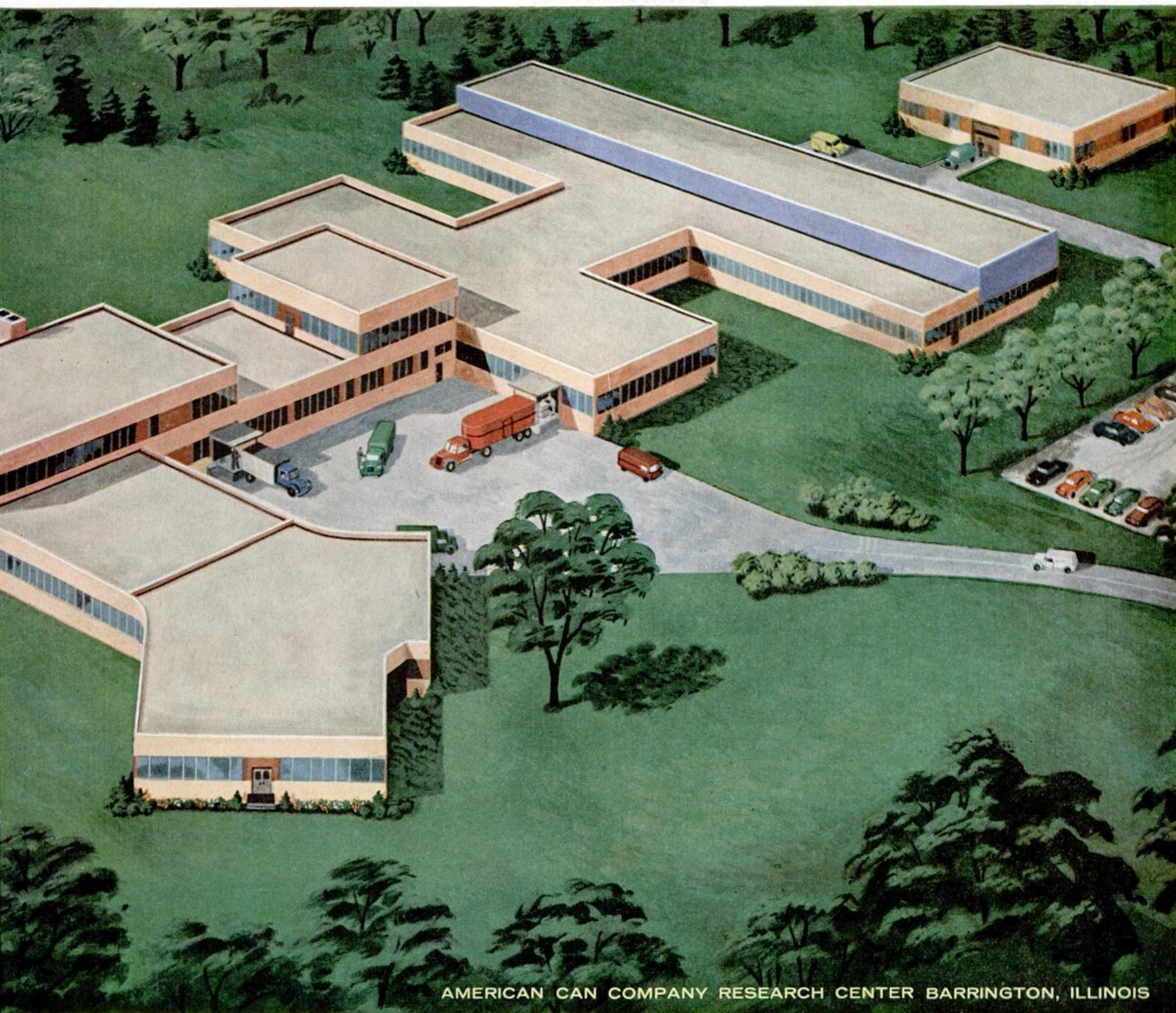
Naturally, we are gratified that most of the containers which have

contributed so generously to our national and individual well-being have been pioneered and perfected by American Can Company Research over the past fifty years. And now . . .

The shape of cans to come

Who can even venture to guess what new miracles will be born at Barrington? For here, Canco's creative scientists will have the finest equipment and the most up-to-the-minute facilities of any container laboratory in the world.

Many dreams are already taking shape under our new roof. Studies are progressing in the use of atomic energy in the "cold sterilization" of foods.



AMERICAN CAN COMPANY RESEARCH CENTER BARRINGTON, ILLINOIS

modern research center in the can-making industry

Accomplishing the "impossible"

Even more dramatic is the search for ways to make tin cans *without tin*. The problems are staggering—but the results will be even more so. We call this vitally important program *Operation Survival*—a name which may one day mean exactly what it says.

America's major source of tin lies directly in the path of current aggressors.

Having once faced the disastrous prospect of having no tin at all in World War II, Canco Research is concentrating on the discovery of ways to make cans for each of the more than 1500 different items that now come in tin containers—and making them with only those materials which are in generous supply right here in America. *Oper-*

ation Survival cans are already appearing on the market—and more are sure to follow.

"Good" isn't good enough

Through experience, we have learned that no container manufacturer can hope to make a significant contribution to the nation's economy without never-ending research advancement. The good ways are not necessarily good enough. The formula for growth is constant change, constant improvement, constant search for new containers.

It is to this kind of change that Canco's new Barrington Research Center is dedicated—to help our nation grow, and to help you and your family enjoy a better, healthier and more prosperous future.

If it comes in a Canco can it comes to you at its best.

AMERICAN CAN COMPANY

CANCO Registered Trademark of
American Can Company, N. Y.

Take the *Easy Way* to better pictures

with the new

Anscoflex

Camera



ANSCOFLEX CAMERA \$15⁹⁵

Matching flash attachment, \$4.95 extra

YOU'LL find *everything* about the handsome metal-clad Anscoflex helps make better pictures easier to get. The brilliant picture window viewfinder lets you see your subject clearly—before and while you snap it. The modern ratchet-action film dial makes advancing the film as easy as winding your watch. A built-in safety device prevents making accidental double-exposures. The dependable flash shutter and corrected double meniscus lens

let you take clear pictures under a wide range of light conditions. The sturdy metal back hinges open for easy-as-pie loading. The sliding metal lens panel and viewing hood close snugly to protect all glass surfaces. Ask to see this modern gray and silver beauty at the next convenient camera counter.

ANSCO, Binghamton, New York. A Division of General Aniline & Film Corporation. "*From Research to Reality.*"



For clearer black-and-white pictures get new ANSCO ALL-WEATHER PAN FILM—the kind that "sees red" to give you better results! Only 45¢ for single 620 roll, or \$1.20 for 620 3-roll Economy Pak!



For sparkling, natural color, get the new high-speed ANSCOCHROME FILM! Use the same film in good light outdoors, or with blue flashbulbs inside! Costs only \$1.25 for 620 roll. (Processing usually \$1.00 extra.)



MINISTERS GO BUMMING ON THE BOWERY

Search for sermons takes pastors out into field

As the energetic pastor of the Gladstone Methodist Church in Peapack-Gladstone, N.J., the Reverend William Lufburrow (*right*) goes all-out in his search for sermon material. Planning to preach on the paradox of poverty amidst plenty, he decided that his prosperous congregation should, as practical Christians, "understand the bum as well as the businessman." To understand the subject better himself, the Rev. Mr. Lufburrow came up with a bold if unministerial plan: to disguise himself as a bum and actually try the life of a bum on New York's Bowery.

Told of the plan, another Methodist minister, the Reverend Herbert Morris of nearby Mendham, N.J., asked to come along too. For three days and four nights, the two men ate the Bowery's tasteless handouts, slept in decrepit dormitories and mingled with what the Rev. Mr. Lufburrow calls "the fraternity of drunkards, dopers and derelicts." The ordeal left them exhausted but well briefed for some successful sermons (*p. 76*).



AT LECTERN in his church the Rev. Mr. Morris reads the Scripture lesson.



AT PULPIT in his church the Rev. Mr. Lufburrow preaches on poverty.

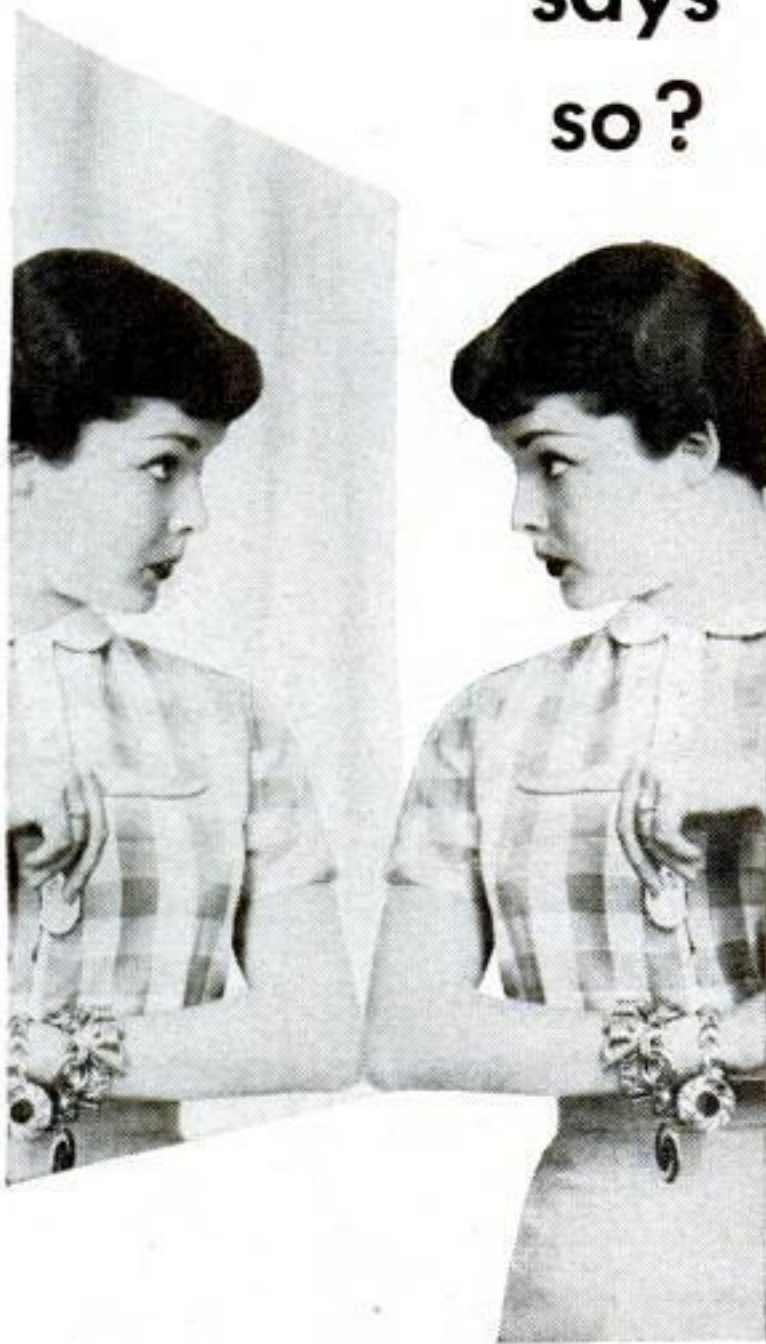
IN NEW YORK, DISGUISED AS BUMS, LUFBURROW (LEFT) AND MORRIS GIVE A HAND TO A BOWERY DERELICT WHO HAD FALLEN HELPLESSLY IN THE GUTTER



CONTINUED ON NEXT PAGE

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Who says so?



Who in the world would ever tell you that you can't use Tampax? Doctors? Nurses? Of course not. Tampax sanitary protection was invented by a doctor and is based on the well-known medical principle of internal absorption.

Your friends? Naturally not. Many of them use Tampax themselves. In fact, millions of women have already used billions of Tampax. It really seems far more natural than the cumbersome belt-pin-pad harness.

Who, then, is holding you back from using this far-more-comfortable type of protection? *Look in your mirror for the answer.* Tampax is a decision every woman must make for herself. *You* must decide you want to be free of embarrassing odor and disposal problems. *You* must decide that protection you can't even feel when it's in place is the right kind of protection for you.

Pick up a package at any drug or notion counter. (3 absorbency choices: Regular, Super, Junior.) Note the pure white cotton of the Tampax, the fact even the applicator is disposable. See how small and convenient Tampax is—month's supply goes into purse. *Isn't Tampax nicer?* . . . Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Massachusetts.



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TAMPAX INCORPORATED
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.
() REGULAR () SUPER () JUNIOR

Name _____
Address _____
City _____ State _____



TURNING IN CLOTHES at city-operated Men's Shelter where they got free room and board for the first two nights,

Lufburrow and Morris head for mandatory shower bath. Their first meal there was beef stew, bread and coffee.



GETTING PHYSICAL after his shower, Lufburrow wears flannel nightgown, issued to all men for overnight use.



HUNTING JOBS, Lufburrow and Morris learn from an employment agency manager nothing is available for them.



LOAFING IN THE SUN, Lufburrow and Morris talk with a passerby called George ("Jojo") Iam. Iam, who has lived

as a bum on the Bowery for last 18 months, admitted that Bowery has the "lowest bunch of humanity you can find."

Buy Everything For Your Car At **Firestone**

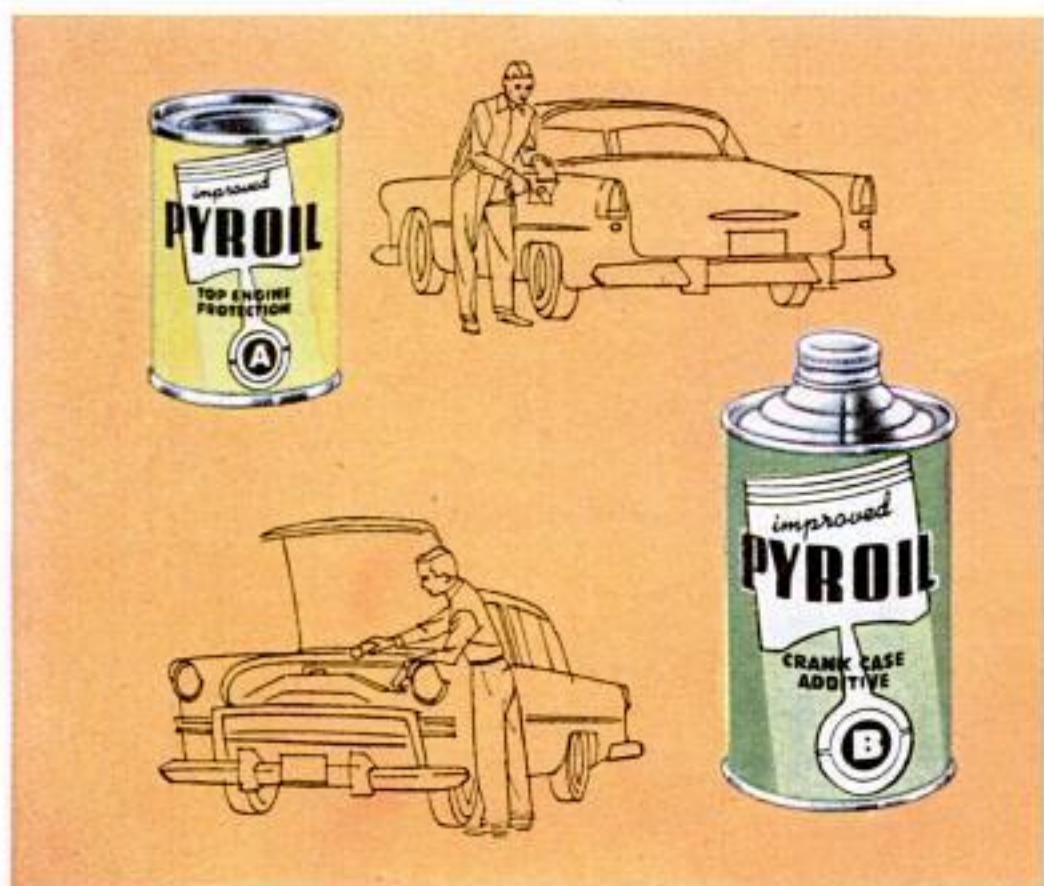
You'll Get Lowest Prices
and Finest Quality



The New **Firestone** *De Luxe* CHAMPION TUBELESS TIRE

The only tubeless tire with the exclusive Silent-Ride Safety-Grip Tread that eliminates squeal, whine and hum; airtight puncture-protecting Safety Liner and Firestone Safety-Tensioned Gum Dipped Cord Body for most miles per dollar.

FIRESTONE IS TUBELESS TIRE HEADQUARTERS



NEW IMPROVED **PYROIL "A" and "B"**

Get new pep and power, increase gas mileage, prevent rust and corrosion, save repair costs. Add Pyroil "A" to each fill of gas—only 25c. Pyroil "B" to each oil change—only 79c. Completely Pyroil-ize your engine.....only **1.04**



MAC'S RESIN COAT AND RUST RESISTER

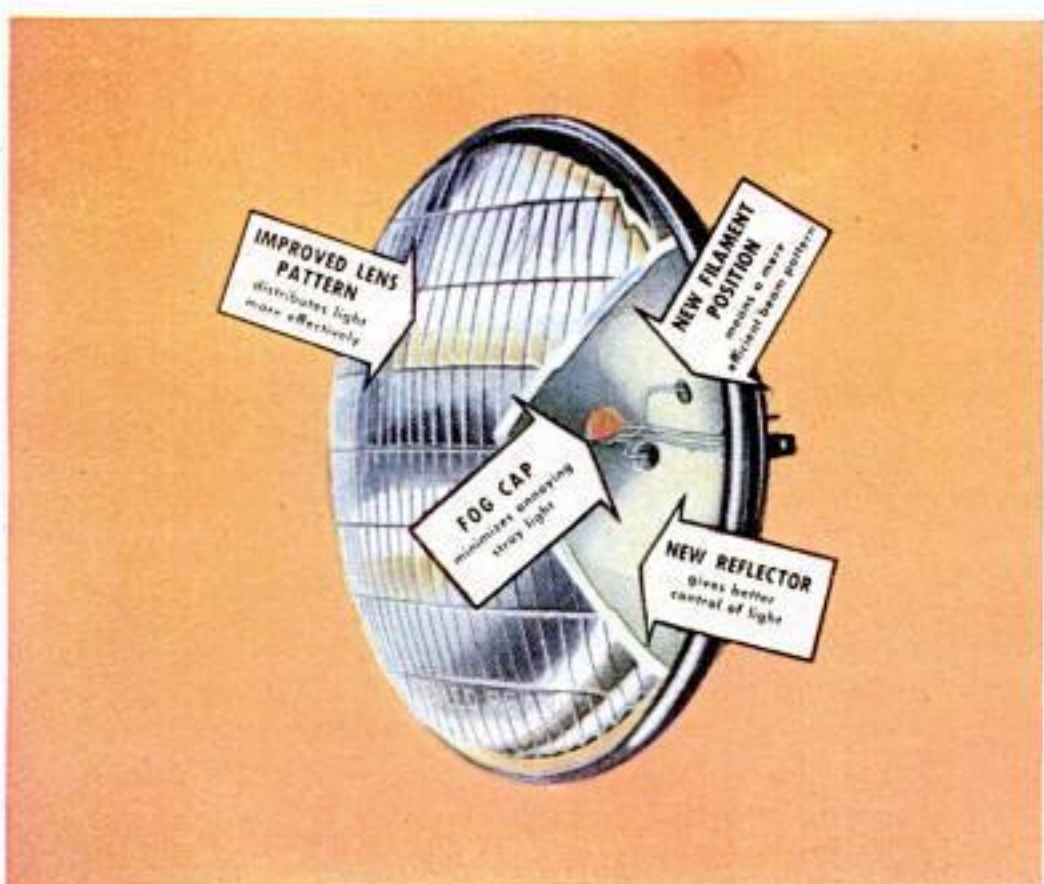
Resin Coat cleans, polishes, glazes all in one operation! So easy — rub on, let dry, wipe off! Rust Resister and Water Pump Lubricant dissolves rust, none can form for at least a year! Resin Coat.....**2.00** Rust Resister**1.00**



Firestone

DRI-CHARGED BATTERY

The first truly fresh battery! Pre-charged dry — acid is not added until it's installed in your car. Your Firestone battery has not been subjected to shelf-aging or any deterioration. You pay for a new battery — so why not get it?



TUNG-SOL

VISION AID HEADLAMP*

See better in rain, fog and snow. New construction eliminates glare-back. See farther in good weather. New beam gives 25% more light. Safe, powerful. Install a pair now. Priced at only**1.79**



DENNIS MITCHELL

DRIV-URSELF BABY SEAT

Baby can sit or stand safely. Has steering wheel, beep-beep horn, movable gear shift. Guard rail swings out — baby walks in. Locks securely and has safe, supporting straddle. Gleaming chrome-like finish.**4.98**



Signa-Craft

CAR INITIALS AND TWIN KEY KEEPER — Initials are gold on black enameled background. Handsome gold and chrome frame. Key keeper is gold-plated, decorated with your car's crest. Initials and Frame **97c** Key Keeper **1.95**

Enjoy the Voice of Firestone on Radio or Television every Monday evening over ABC.

BUDGET TERMS, 30-DAY CHARGE OR CASH

This (or similar) merchandise available in Canada at slightly higher prices. Prices subject to change without notice.

Shell Oil Company Announces

A New Motor Oil that increases horsepower

**Shell-developed lubricant eliminates
engine drag of conventional
motor oils . . . gives 5 to 10
more horsepower . . . stops
major cause of engine wear**



With the development of Shell X-100 Motor Oil Premium you can have at your command from 5 to 10 more horsepower—*when you use your car most.*

That's because X-100® Motor Oil Premium, unlike conventional oils, doesn't have to be warmed up to flow freely. *You don't waste horsepower pushing thick heavy oil around!* This is of special importance to you during your everyday driving because your engine always starts "cold," even on hottest summer days. In fact, under average driving conditions, it seldom fully warms up.

But this new lubricant does even more than cut engine drag to give you more horsepower. It also gives your engine the *finest protection it can have!*

You see, most engine wear is not caused by friction, as once thought. Rather, it is caused by acids formed when your engine is started and before it is fully warmed up. Automotive engineers have confirmed that up to 90% of

all engine wear is caused by acid action. It is especially serious on close fitting engine parts such as piston rings and cylinder walls.

To overcome this acid action, Shell X-100 Motor Oil Premium contains an "alkalizer"—an ingredient that neutralizes acid action, the major cause of engine wear.

In addition, you'll find this new motor oil saves gasoline! Tests show that in ordinary everyday driving you will get up to 15% more miles per gallon—as much as 450 "free" miles in 3000 miles.

Shell X-100 Motor Oil Premium costs more than conventional oils . . . 75¢ more for the average crankcase filling. But when you consider what this extra cost gives you in extra horsepower, protection and economy, you're 'way ahead of the game.

Next time let your Shell Dealer drain and refill your crankcase with new X-100 Motor Oil Premium—the finest oil the industry has yet produced.



AT REVIVAL MEETING in Bowery Mission, Morris (right) kneels in prayer with a counselor, having accepted invitation to declare himself for Christ.



AT STAND-UP MEAL in mission basement, Lufburrow and Morris eat the stew supper given to everyone who had attended the two-hour prayer service.



ON BASEMENT FLOOR, where mission lets men sleep overnight, Morris (center, rear) joins the overflow crowd not lucky enough to get beds upstairs.

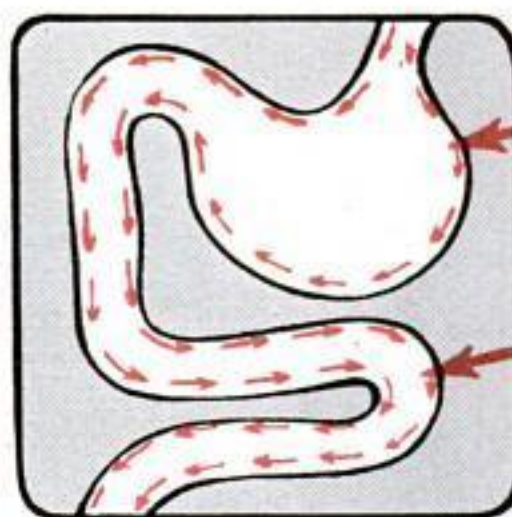
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Stomach **UPSET?**

Indigestion? Nausea? Diarrhea?

**Hospital Tests prove Pepto-Bismol works
where Soda and Alkalizers fail!**



1. Pepto-Bismol helps soothe in the stomach...where overdoses of soda and alkalizers may actually prolong the upset!

2. Pepto-Bismol also helps calm distress in the intestinal tract... where soda and alkalizers never help!

Pepto-Bismol's special medicinal formula soothes *both* the irritated stomach *and* intestinal walls with a gentle coating action. It helps retard gas formation; calm heartburn, nausea. Hospital tests also prove it controls simple diarrhea—without constipating. No wonder Pepto-Bismol is America's leading family remedy for upset stomach!

P.S. MOTHERS! Pepto-Bismol is effective, mild, safe for children, too. They love its wonderful flavor!



A NORWICH PRODUCT

Take Hospital Tested

Pepto-Bismol®



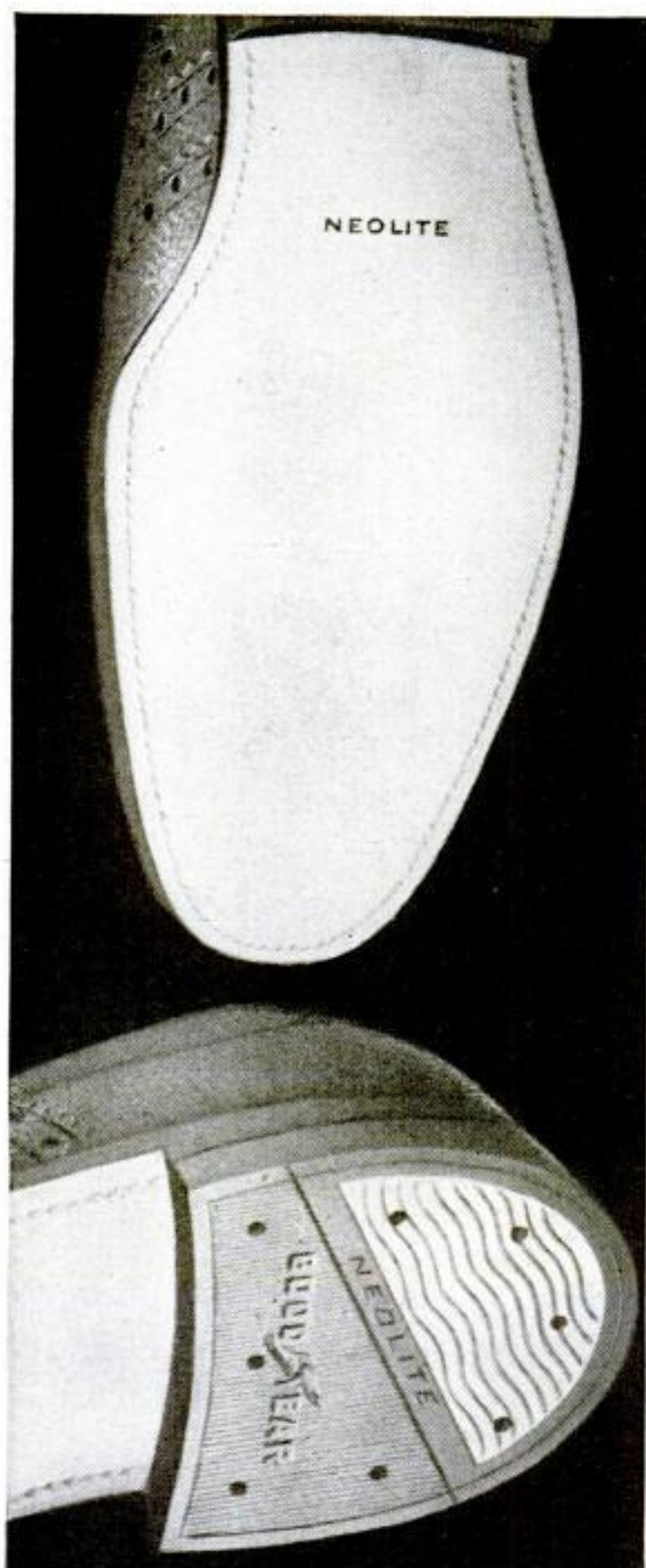
...and feel good again!

It pays to stop at your shoe repair shop

You'll never know how much *more* wear you can get from your old shoes until they've had the benefit of a first-class repair job.



You'll be paid off with extra walking comfort and new shoe smartness, too. Just be sure to ask your shoe repairman for the light-stepping, long-wearing soles and heels that all America prefers.



NEOLITE Soles and NEOLITE Heels are a combination any shoe repairman is proud to recommend and you'll be pleased to wear. For neat appearance, wear and comfort, NEOLITE Soles and Heels are the greatest value afoot today!

NEOLITE

SOLES and HEELS

Made only by **GOODYEAR**

NEOLITE, AN ELASTOMER-RESIN BLEND, T.M.
THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO

Preacher on Bowery CONTINUED

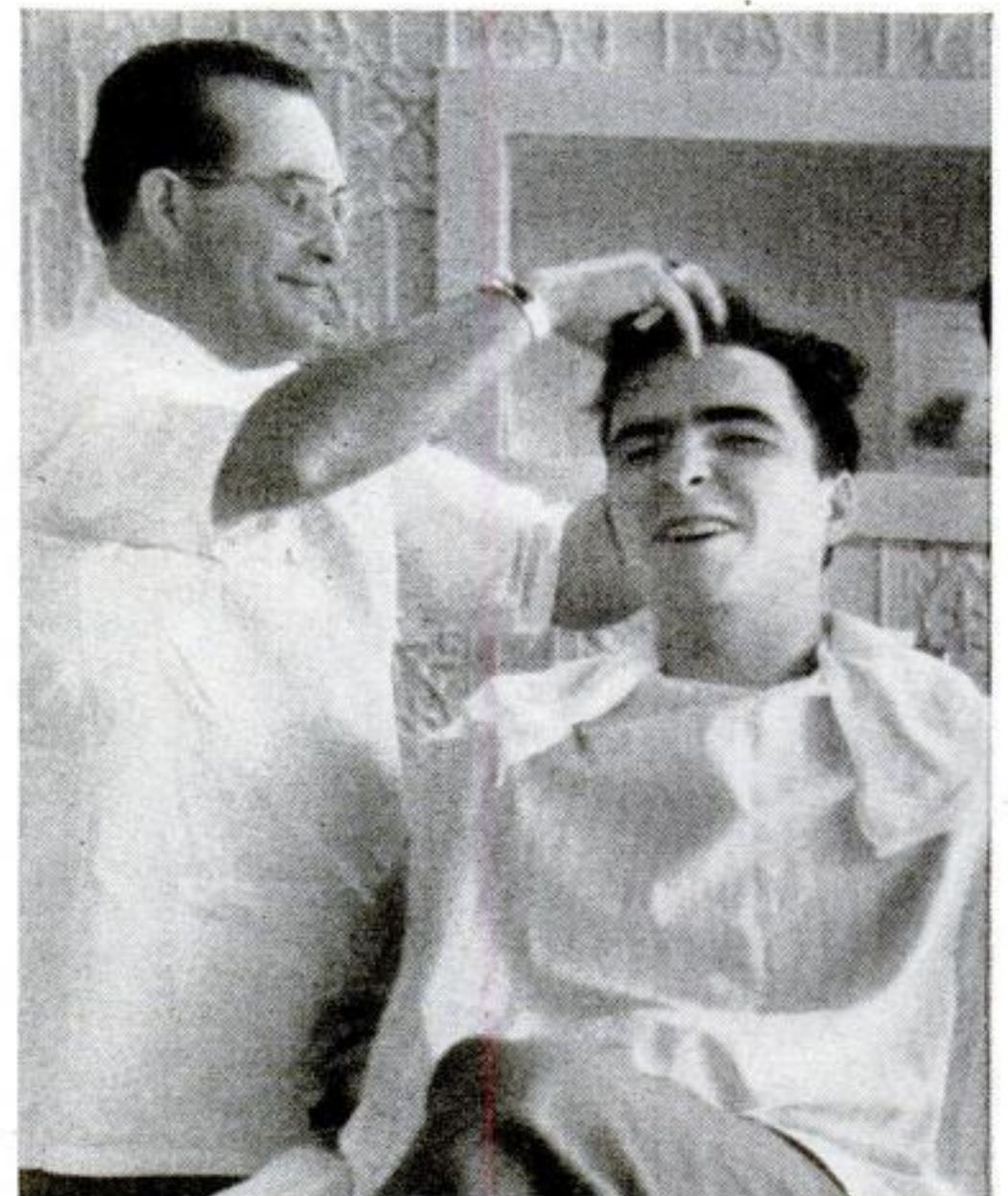


AT THE BOWERY MISSION LUFBURROW (FRONT RIGHT) SITS WITH THE SOMBER AUDIENCE DURING REVIVAL SERVICE

THE LESSONS LEARNED ARE TOLD BACK HOME

On the Sunday after his Bowery visit, which he had kept a secret, the Rev. William Lufburrow narrated his adventures to a surprised congregation. Taking the Parable of the Good Samaritan as the text of his sermon, which ran 10 minutes longer than usual, he reported he had discovered that the Bowery bums themselves were often more selfless than the prosperous. And, although he admitted that the free bed at one of the shelters gave him "a backache like I've never had before," he warmly praised the Bowery's welfare and religious organizations for practicing "practical Christianity."

Urging his congregation to strive for the same goal, the Rev. Mr. Lufburrow promised to continue his story in future sermons. When he did, on two other Sundays, church attendance was up 100%.



BACK HOME after his return from Bowery, Lufburrow gets a welcome shave and massage from the local barber.

IN LUFBURROW'S CHURCH ATTENTIVE CONGREGATION HEARS THEIR PASTOR GIVE HIS BOWERY-INSPIRED SERMON





LOU FAGEOL

Three times winner of the famed Gold Cup, his most spectacular feat occurred at the 1950 Harmsworth classic. He suddenly left the stands to replace the injured driver of Slo-Mo-Shun—and won the race.

Richard Deane Taylor

FOR MEN AMONG MEN, THERE IS A WHISKEY AMONG WHISKIES — IMPERIAL

Man, this is whiskey!

Made by Hiram Walker to taste as a great whiskey should

DREAM DISPLAY of Hollywood glamor girls flanks Fred Astaire as he imagines himself as an international playboy. It is one of his daydream sequences during which he fancies how he must look to orphan ward after reading her thank-you letters.



AN OLD FAVORITE REBORN

Astaire, Caron and weird dreams feature musical version of 'Daddy Long Legs'

In 1912 Jean Webster wrote a saccharine novel called *Daddy Long Legs* about an orphan who married her wealthy guardian. It was a huge success. So was the 1914 play based on the novel, starring Ruth Chatterton. So was a movie version in 1919 with Mary Pickford, a talkie version in 1931 with Janet Gaynor, and a London musical comedy version in 1952.

Now durable *Daddy* is a \$3.5 million Fox musical, with Fred Astaire as

the rich guardian and Leslie Caron the orphan. *Daddy's* faithful fans will recognize the time-tested plot, which the movie presents almost intact. They will be surprised, however, by the addition of two stupendous dream sequences, excerpts from which are shown here. Dreams are characteristic of Ballerina Caron's recent movies, but those in *Daddy* are far wilder, sexier and more expensive (\$500,000) than any before.



A LONG-LEGGED DADDY lopes across one of orphan girl Leslie Caron's extravagant dreams about her guardian, who is traveling around the world trying to

forget her. Here she fancies herself at the Rio Carnival in Brazil pursuing him. But her imaginary Daddy Long Legs turns out to be just a stranger on stilts.

CONTINUED ON NEXT PAGE



DREAM TURNS TO NIGHTMARE as orphan girl Leslie tries to escape after discovering none of stilted men is Daddy Long Legs. But way is blocked by giant

masks. When not taking part in movies like this one, the stilt experts hire out for gala Los Angeles drugstore, supermarket and service station openings.



DAYDREAMING OFFSTAGE, members of the dance company sit around during the long, tedious breaks between shooting *Daddy* production numbers.

Ballets were performed by Choreographer Roland Petit's Ballets de Paris, augmented with Hollywood dancers. Fred Astaire's numbers were staged by himself.

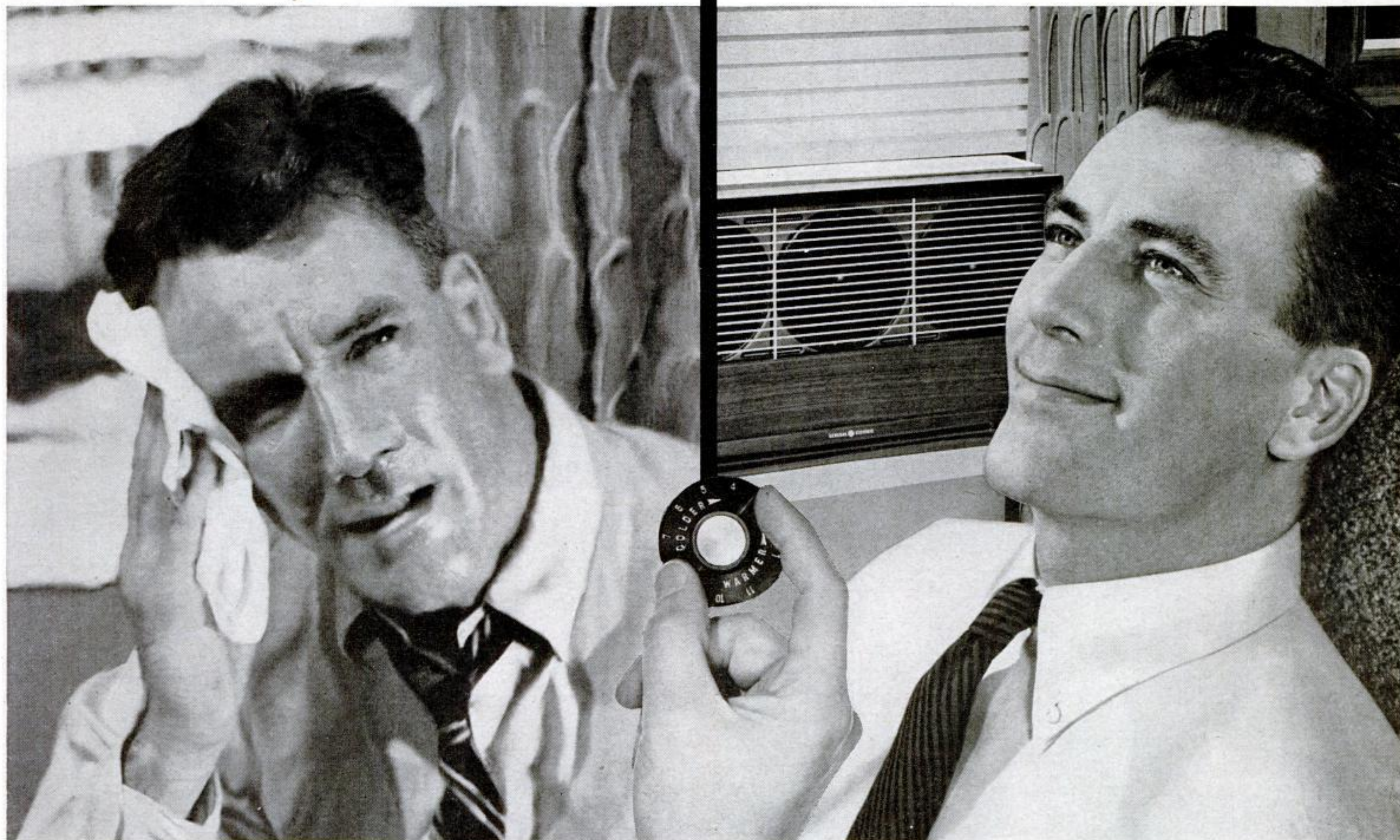
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SEXY SOLO in a Hong Kong dive is part of Leslie's frustrated dream search for her rich benefactor. Here dancing sailors close in on her, pushing two tables

which she leaps up on just in time to avoid being crushed. On first take the studio crew gasped so audibly at her narrow escape scene had to be reshot.

Why Swelter? JUST A TWIST OF THE WRIST CHANGES HOT MISERY . . . TO COOL COMFORT!



Live and work in G-E "Comfort-Conditioned Air"!

Simply dial out swelter with this great new General Electric Room Air Conditioner! You can sleep dry and cool *tonight* in G-E "Comfort-Conditioned Air"—air that's *always* cool, dry and filtered to reduce dust, dirt and pollen.

Why not call your General Electric dealer now? He can tell you all about this *fully automatic* room air conditioner! You just set it, and forget it! No expensive plumbing or remodeling necessary for installation. No water pans to empty. No radio or TV interference.

There is a complete line of beautifully styled G-E Room Air Conditioners to cool any size room, to fit any size budget! And every one is backed by a 5-year written pro-

tection plan from General Electric, for years the symbol of dependability to appliance users everywhere.

Only the G-E Room Air Conditioner offers you all these benefits:

- **Space-saver drape-line design** gives you choice of mounting: flush (shown at right), projecting (as in picture above), or *any* position between.
- **Fully automatic controls**—a single dial gives you choice of 6 comfort positions.
- **No-draft comfort**—3 big rotator air directors send "Comfort-Conditioned Air" to every part of your room. No more drafts or chilly spots!



G-E ROOM AIR CONDITIONER



Uses less current! New G-E High Power Factor (HPF) models use less electricity. The $\frac{1}{2}$ h.p. models require no expensive wiring—use less current than a toaster or an iron. Ask your power company about HPF before buying *any* room air conditioner!

So quiet! So very dependable!

GENERAL  ELECTRIC



A GNARLED, 100-YEAR-OLD JAPANESE PINE LOOKS LIKE A FULLY GROWN TREE CLINGING TO A LEAFY LEDGE, ALTHOUGH IT IS ACTUALLY BUT 17 INCHES HIGH



BOTANIST YASHIRODA peers over pine shown at top of page. Received by the Botanic Garden about 40 years ago, it grows steadily in a 12-inch-high pot.

BONSAI IN BROOKLYN

A Japanese teaches ancient art of dwarfing trees

For centuries the esthetic Japanese have practiced *bonsai*, the art of growing potted miniature trees, cherishing them as symbols of tranquility in a crowded land. Recently *bonsai* came to crowded Brooklyn. The Brooklyn Botanic Garden, which for years has collected the strangely warped and weathered trees, brought a Japanese horticulturist named Kan Yashiroda (*left*) to the U.S. to teach a course in the art. Yashiroda now has 99 students, including doctors, housewives, a Wall Street banker and a man who came all the way from Michigan to learn to dwarf a tree.

Almost any normal tree can be grown in miniature. Starting with a three- or four-year-old sapling, the branches and roots are trimmed back and it is potted. As new growth appears, it is trimmed to control the tree's shape. Every few years the plant must be repotted and the roots cut back. To give the trees the twisted, wind-blown forms admired in Japan, the tree is trained by wiring. But for it to have real beauty by Japanese standards, it must be carefully watched and tended for a century.

[CONTINUED ON PAGE 87](#)

**THESE TWO AXLE SHAFTS
MAY LOOK ALIKE**

*... but your Chevrolet
knows the difference!*



**Sound engineering
pays off for you**

Genuine Chevrolet Parts bring you the benefits of Chevrolet engineering leadership!

Two of a kind? Looks that way, but there's actually a difference between the two axle shafts represented by our picture. And this difference means a lot to you and your Chevrolet.

You see, one is a Genuine Chevrolet axle shaft. It was designed by the same engineering staff that designed your Chevrolet. It was built of the same fine material used in your Chevrolet's original factory-installed axle shafts. It was manufactured

to the same precision standards . . . subjected to the same rigid quality controls. And, like all Genuine Chevrolet Parts, it was subjected to exhaustive tests to prove its design and structural soundness.

It pays to specify parts that are made to fit right . . . function better . . . last longer—Genuine Chevrolet Parts—for your Chevrolet. They're installed by your Chevrolet dealer and leading independent garages and service stations everywhere.



YOUR CHEVROLET DEALER

**Always ask for Genuine Chevrolet Parts. Available wherever you go.
Made to fit right . . . function better . . . last longer**



Time you enjoyed a

lemonade lift!

Refreshing! Lemonade's the pure fruit-juice beverage that gives you a lift... *without letting you down!* It's bright... fresh-tasting... rich in Vitamin C... *and it really quenches thirst!*

Ready in seconds with Frozen Lemonade from sunny California! Just open can... add water, ice... *nice!* Each 6-oz. can makes a full quart. Costs only about 3¢ a glass.

Tasty because Frozen Lemonade from sunny California contains the fresh-frozen juice of the finest lemons that grow! Buy several cans today. Keep a pitcherful in your refrigerator.

The finest brands
of
FROZEN
concentrate for
LEMONADE

are packed in
sunny California
where the best
lemons grow!

Look for
CALIFORNIA
on the can!

so easy now with
FROZEN LEMONADE
from sunny California

LEMON PRODUCTS ADVISORY BOARD, LOS ANGELES, CALIFORNIA



PRUNING A LARCH, Mr. Yashiroda begins a demonstration of an unusual technique—bending branches into loops. This method is only for experts.



BENDING A BRANCH, Yashiroda holds his breath and listens intently for the first telltale crackle which indicates he is applying too much tension.



CURIOUS CURLICUES are contemplated by Yashiroda after bending. Tree had had no water for days because wilted branches are less likely to break.

CONTINUED ON NEXT PAGE

You're looking at the famous
WEAREVER Pennant fountain pen

WEAREVER Pennant is
America's leading pen value—

With your choice of five
Hardaloy-tipped, inter-
changeable points that
promise years of smooth,
carefree writing—

With C-Flow feed that
insures instant starting
and shows when to refill—
With a really over-size
ink capacity.

The only pen under \$5 with
all its features... yet only



Available in maroon,
blue, green, grey and
black.



WEAREVER®


Fountain Pens Ball Pens Mechanical Pencils

Made by David Kahn, Inc., North Bergen, N.J. ... World's Largest Pen Maker

It takes two to marry



GOWN AND VEIL BY JAY THORPE. COMPLEXION BY CUTICURA.

And  two to give you an alluring, blemish-free skin—Cuticura Soap and Cuticura Ointment!

Want to win and hold a man? Of course you do! Then make sure you have the two things that assure you the allurements of a soft, smooth, naturally radiant skin.

First—Cuticura Soap. Many skin specialists say it takes a superfatted soap to help preserve the natural moisture and normal, healthy acidity of the skin. And Cuticura Soap—*alone of all leading soaps*—is superfatted and mildly medicated to help you retain and maintain the clean, clear, fresh, baby-soft skin men love.

Next—Cuticura Ointment. This emollient does more than help clear up externally caused pimples. Along with modern, scientific medication it contains effective softening elements—goes after hateful blackheads, flaky dryness, oily shine—softens and gently stimulates as it helps heal.

Thrilling results often in 7 days. Cuticura Soap and Ointment work in record time. In a few days your skin feels like silk, begins to look glowing!

Cuticura Soap and Ointment are so remarkably helpful they're used by *hundreds* of doctors—by certain leading hospitals—and by millions of adored women for three generations. Do get Cuticura Soap and Ointment and discover this "magic" for yourself.



Available in Canada

Cuticura

Proved Way to Lovelier Skin

Bonsai in Brooklyn CONTINUED



A PINE FOREST was formed by burying a tree trunk, roots and all, bending branches so they emerge from earth. As new branches appear, forest thickens.



REPOTTING begins after plant is pulled from pot and roots trimmed. It



is moved to successively smaller pots as roots are progressively cut back.



IN GREENHOUSE CLASSROOM, students learn to bend branches and wire them in shape. Beginners should start with crab apple and Japanese maple.



She has trouble hearing across the room
but she can hear across the country



What a boon to those who have difficulty hearing! A simple knob on the base of this new volume control telephone lets the user increase sound volume when necessary. This is just one of many telephone conveniences now being made by Western Electric to help your Bell telephone company furnish you more agreeable and satisfactory service.

You see, Western Electric is the manufacturing and supply unit of the Bell System. So our job has been to

provide not only the telephones but the many "behind-the-scenes" things that have made good telephone service possible for the users of 44,000,000 Bell System telephones. It is also our job to help bring along the new things that make this service even better.

* * *

For information about availability and moderate charges for volume control telephones and other telephone conveniences, call your Bell telephone business office.

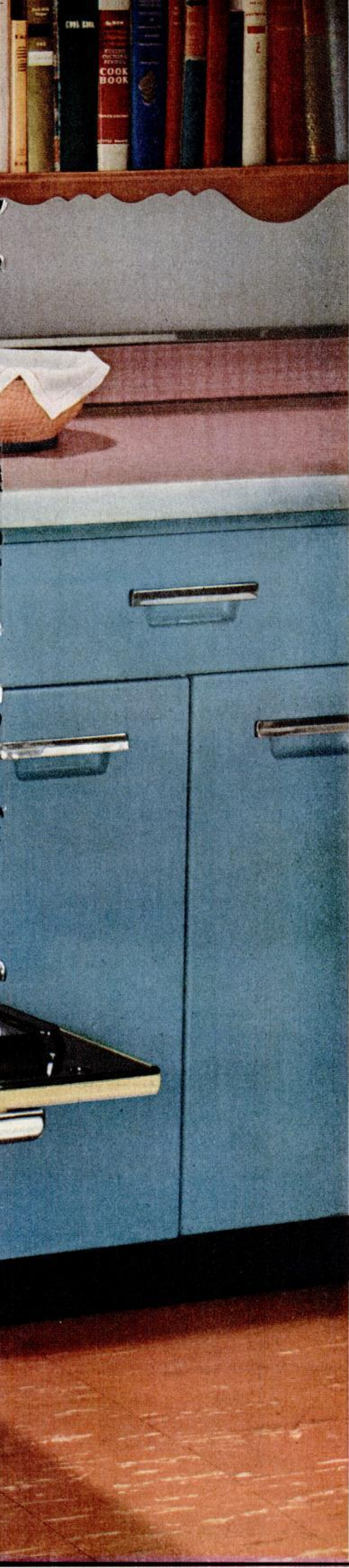
Western Electric

MANUFACTURING AND SUPPLY



UNIT OF THE BELL SYSTEM





New, compact G-E Spacemaker range with huge oven and other big-range features

(Takes 16 inches less room than a full-size range)

You can cook a meal for 24 . . . bake four cakes on 1 shelf in G.E.'s big, wide-opening, floodlighted master oven. Indicator light shows when oven is on or preheated.

Sizzling steaks, hamburgers taste twice as good cooked with G.E.'s charcoal-type "Focused Heat" broiler. Calrod® bake and broil units slide out for easy oven cleaning. Fully enclosed. No obsolete, old-fashioned open coils.

Silhouetted pushbuttons flick on, off at a touch, make cooking so easy, even when your hands are full, or wet. There's a pushbutton for the exact cooking heat you need.

And cooking is so fast with the Spacemaker. Every Calrod cooking unit gives you speedy starts. One is EXTRA-Hi-Speed. Units are self-cleaning, and drip pans lift out for easy cleaning at the sink.

Oven timer "watches" meals. Just two simple clock settings. Heat goes on. Food cooks. Heat goes off . . . without attention. As safe to leave as your electric refrigerator.

All this, and color, too!

The luscious canary yellow pictured in the range at the left is just one of the new G-E Mix-or-Match colors. The others . . . satin white, turquoise green, petal pink, cadet blue and woodtone brown are shown in the color-wheel.

And here's more welcome news: you can buy other G-E major appliances, Textolite® counter tops, and cabinets in exactly the same glowing colors as your new G-E range.

See your G-E dealer for all the wonderful details. He's in the classified phone book. General Electric Company, Louisville 1, Kentucky.

Be modern . . . cook electrically.



Speed-Cooking ranges . . . so safe . . . so clean . . . so dependable

GENERAL ELECTRIC

Grown and growing girls pick colorful **BLUE BELL** play clothes!



pin-striped bright-on-white Jeanie blouse

in pre-shrunk Dan River® cotton. Short sleeves, convertible collar. Pin-money priced in the Blue Bell manner... misses' sizes 30-40, about \$1.98; girls' 7-14, \$1.98



trim, slim short shorts

smartly styled in Dan River Wrinkl-Shed® pre-shrunk poplin. In a merry-go-round of bright fast colors. Misses' sizes 10-20 about \$1.98; girls' 7-14, \$1.98



pastel-checked Jeanie blouse

neat 'n' sweet; easy to launder because it's tailored of Dan River Wrinkl-Shed® pre-shrunk cotton. Girls' sizes 7-14, about \$1.98



perfect-fitting Bermuda shorts

comfortably cut, wonderfully washable. They're Blue Bell tailored of Dan River Wrinkl-Shed® pre-shrunk poplin... in a gay array of fashion colors. Misses' sizes 10-20, about \$2.49; girls' 7-14, \$1.98



figure-flattering Jeanies

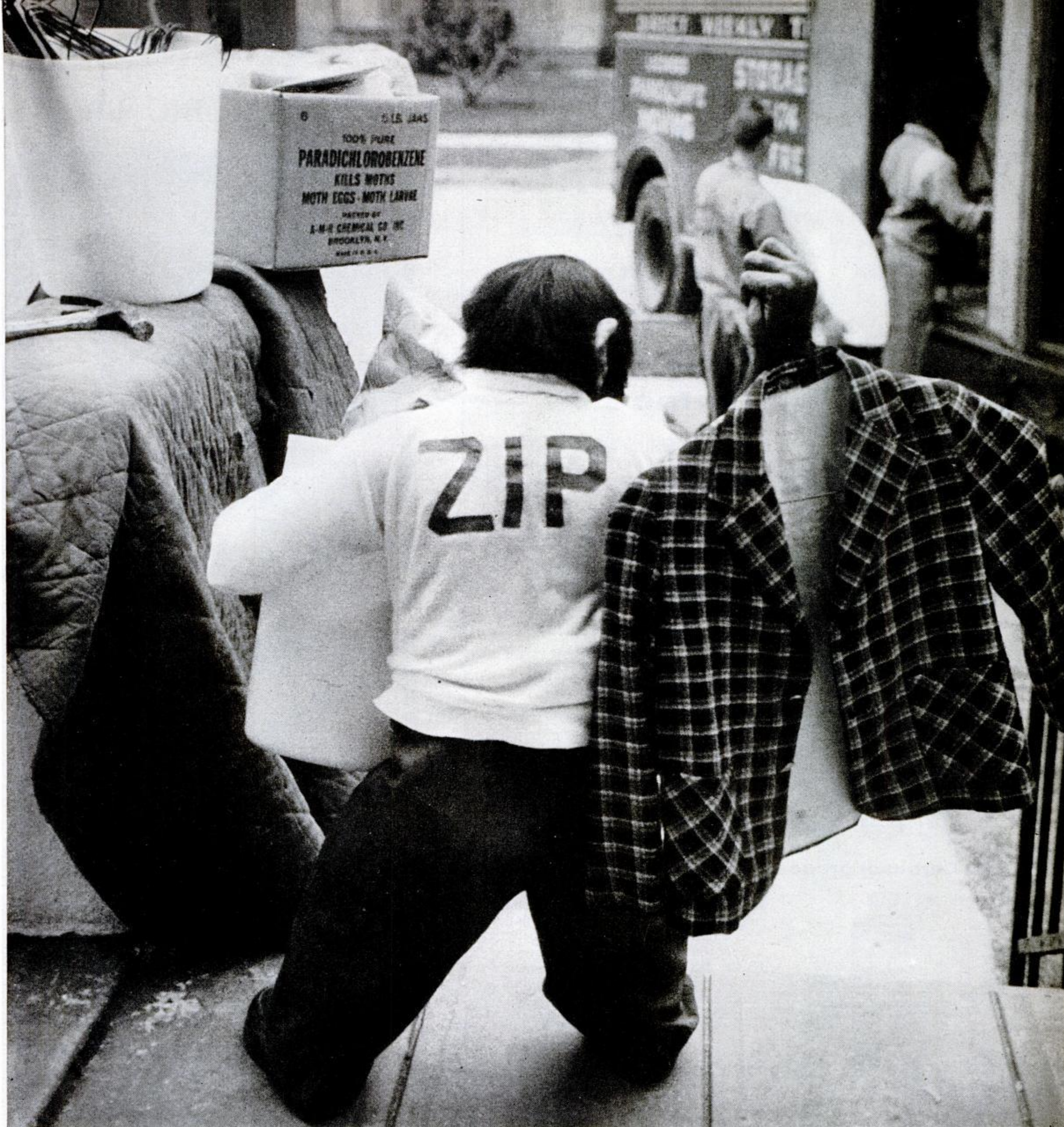
easy to wear and care for, like all Blue Bell casuals. Durable Sanforized twill in smart colors. Misses' sizes 10-20, about \$2.98; girls' 7-14, \$2.49



Look for the Blue Bell Qualitag—your money-back guarantee

long-wearing, low-priced Blue Bell casual clothes for everyone in your family

At your favorite store—or write Blue Bell, Inc., Empire State Building, New York 1, N. Y., for name of your nearest dealer



LEAVING THE OLD HOME BLOCK, ZIPPY THE CHIMPANZEE CARRIES HIS OWN CLOTHES TO THE MOVING VAN ON HIS WAY TO NEW HOME ON LONG ISLAND

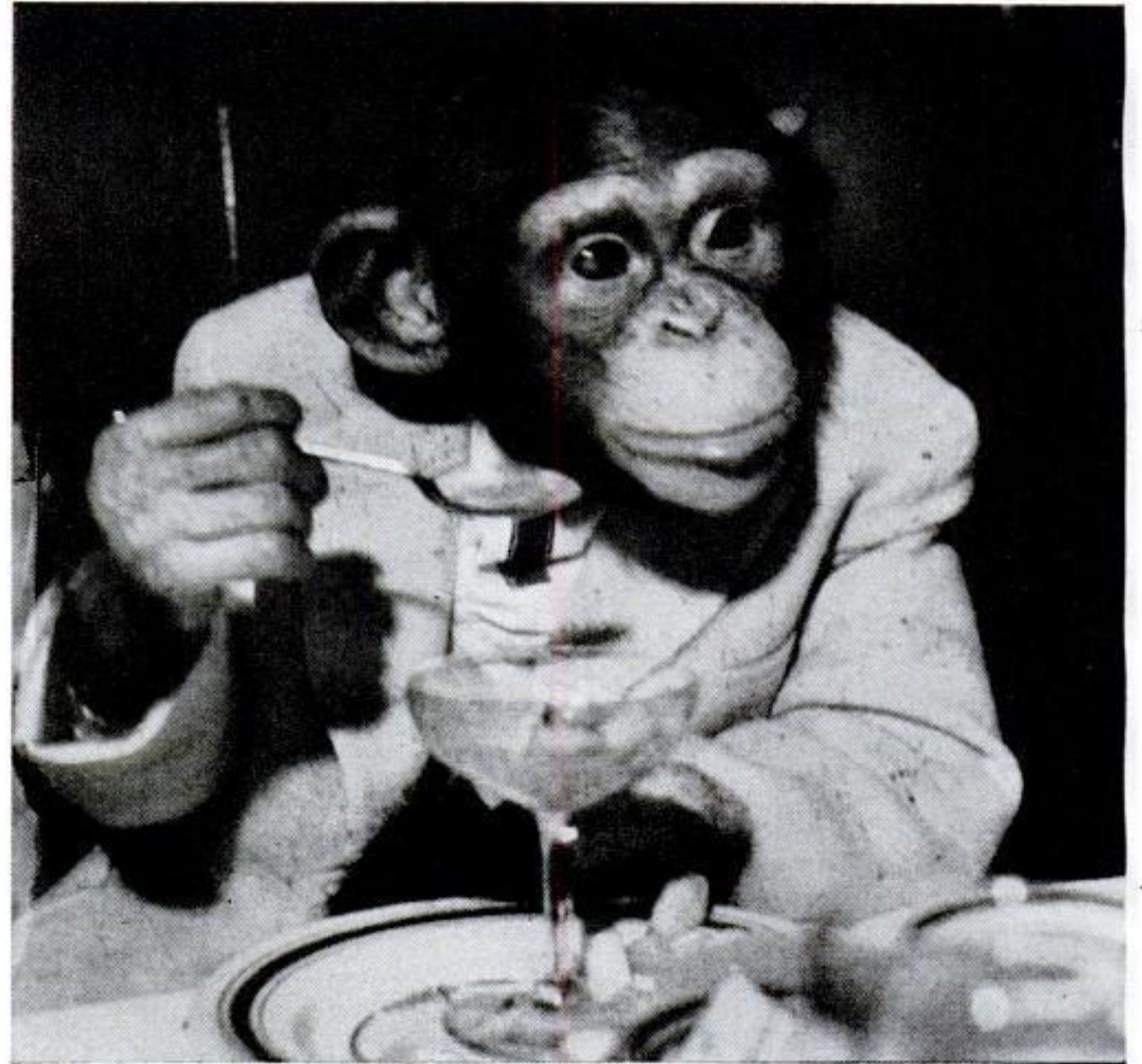
CHIMP OFF THE OLD BLOCK

Home-reared Zippy's success as an entertainer occasions a move to better quarters

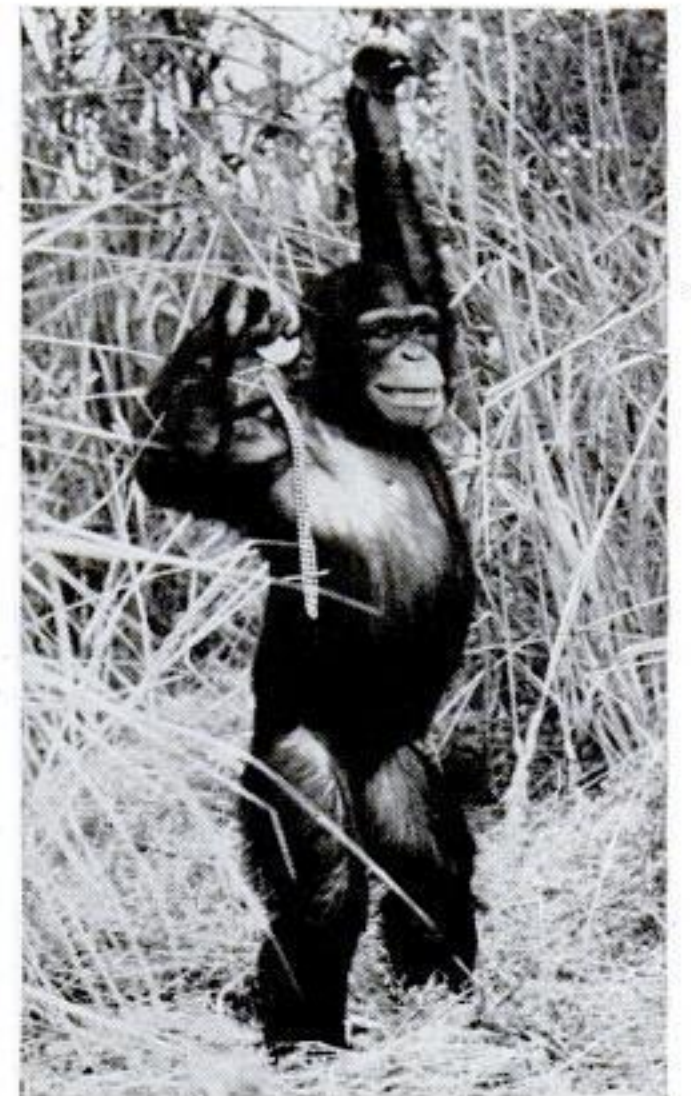
Potential champ of animal-world show business is a chimp named Zippy. An undersized anthropoid, Zippy at the age of 6 weighs only 38 pounds, but he has an oversized income. From appearances on TV's *Howdy Doody*, from merchandising gadgets (books, dolls, etc.) and from nightclub engagements, he earned some \$55,000 last year. Now he has been signed as Cheta in the *Tarzan* motion picture series and, in line with his new status, Zippy recently moved from the block he lived on into fancier quarters.

Though Zippy himself is no chump, his success as an entertainer is largely due to the loving attention of his owners, Lee and Bonnie Ecuyer, who reared Zippy as they might their own child from the age of two months. He sleeps between sheets in his own bedroom, plays with kids' toys, is fully toilet-trained, eats at the table and is treated by the family doctor when he gets a cold. What endears Zippy most to his profession is that, unlike other chimps, he is no chomper and never bites other actors.

ZIPPY APES BIG BUSINESS




AT BUSINESS LUNCH arranged by movie press agent Zippy pauses over fruit cocktail. He uses silverware faultlessly but hoots when food arrives.



BIGGEST DEALS for Zippy so far have been his TV appearance as a pal of Howdy Doody (left) and as the new Cheta in the film *Tarzan's Hidden Jungle*.



AT SALES CONVENTION for RKO Zippy, pencil and paper in hand, gives delighted salesmen chimpanzee impersonation of a go-getting adman.



**Here's
why
BARBASOL
shaves
keep
your
face
feeling
better,
looking
years younger!**

1. With Barbasol, skin stays soft and supple

Soapy, alkaline
...harsh to skin



Barbasol isn't soapy like "canned" and lather shaves. So it won't soap nature's vital lubricants off your skin. It's mild and gentle with special agents that keep your face cool and comfortable... shave after shave... never hot and taut like a drumhead.

Rich, creamy...
soothes the skin

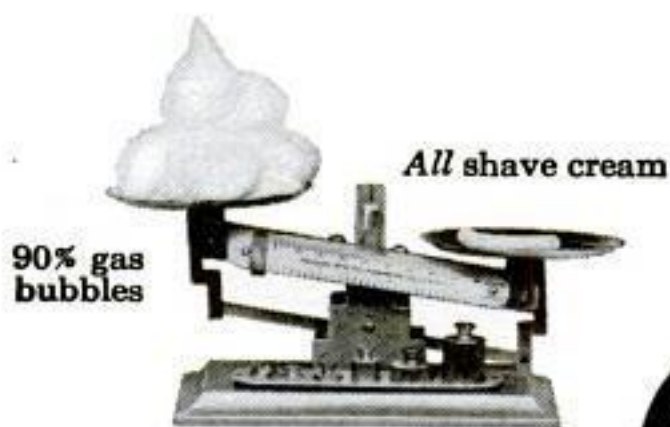
2. Barbasol preconditions your face!



More skin soothers than
any other shave cream

Its exclusive formula goes to work and softens scrubby stubble in no time flat. And Barbasol has the weight and body to hold whiskers up to meet your razor. Barbasol shaves actually last longer than any other way of shaving. Puffed-up lathers are 90 per cent gas... make you dig and scrape for lie-down whiskers.

3. Barbasol is 100% rich shaving cream



All shave cream

90% gas
bubbles

Barbasol is *all* smooth shaving! Not shot-through with gas bubbles that never licked a whisker yet. It contains more skin-refreshing ingredients than any other shave cream. These easy-shaving ingredients keep your face feeling tiptop. **Get Barbasol!**

- no brush
- no lather
- no rub-in

Face it, man!



shave with Barbasol
...it's 3 ways better!

Now..the **only DOME DINERS** in service
between Chicago and the **PACIFIC COAST**



Domeliners

**"CITY OF LOS ANGELES"
"CITY OF PORTLAND"**

Never before such luxury, such smart styling, such an inviting, colorful atmosphere as you will find on this new Astra Dome Diner. What a wonderful setting in which to fully appreciate Union Pacific's freshly prepared meals while viewing the fascinating Western scenery.

The "City of Los Angeles" and "City of Portland" also feature an

unusually beautiful Astra Dome Observation Lounge car. In addition, there is an attractive Astra Dome Coach on the "City of Portland."

All these Astra Domes have double capacity air conditioning... another Union Pacific innovation. Enjoy the finest in transcontinental train travel—Coach or Pullman. It's smart to ride the smart Domeliners.

FAMILY TRAVEL PLAN

A big reduction in rail fares for two or more persons in a family group departing on any Monday, Tuesday or Wednesday. The Family Plan permits a total of 300 pounds of baggage checked free for the family group; not including personal hand luggage.

On arrival, you'll find Hertz Rent A Car service most convenient for sightseeing trips.



UNION PACIFIC RAILROAD

Room 733, Omaha 2, Nebr.

I am interested in a train trip to ☐ California ☐ Pacific Northwest. Please send free booklet.

Name

Address

City Zone State

Phone No.

Also include the following as checked:

Family Fare Leaflet ☐

All Expense Tour Leaflet ☐



UNION PACIFIC RAILROAD



Make a change for the better!

Paul Jones

FRANKFORT DISTILLERS CO., N. Y. C. BLENDED WHISKEY. 86 PROOF. 72½% GRAIN NEUTRAL SPIRITS.

Also . . .

English-type
gin at a *really*
popular price



Paul Jones

*Distilled
London Dry*
GIN

Made in U.S.A.
from a famous
Old English formula

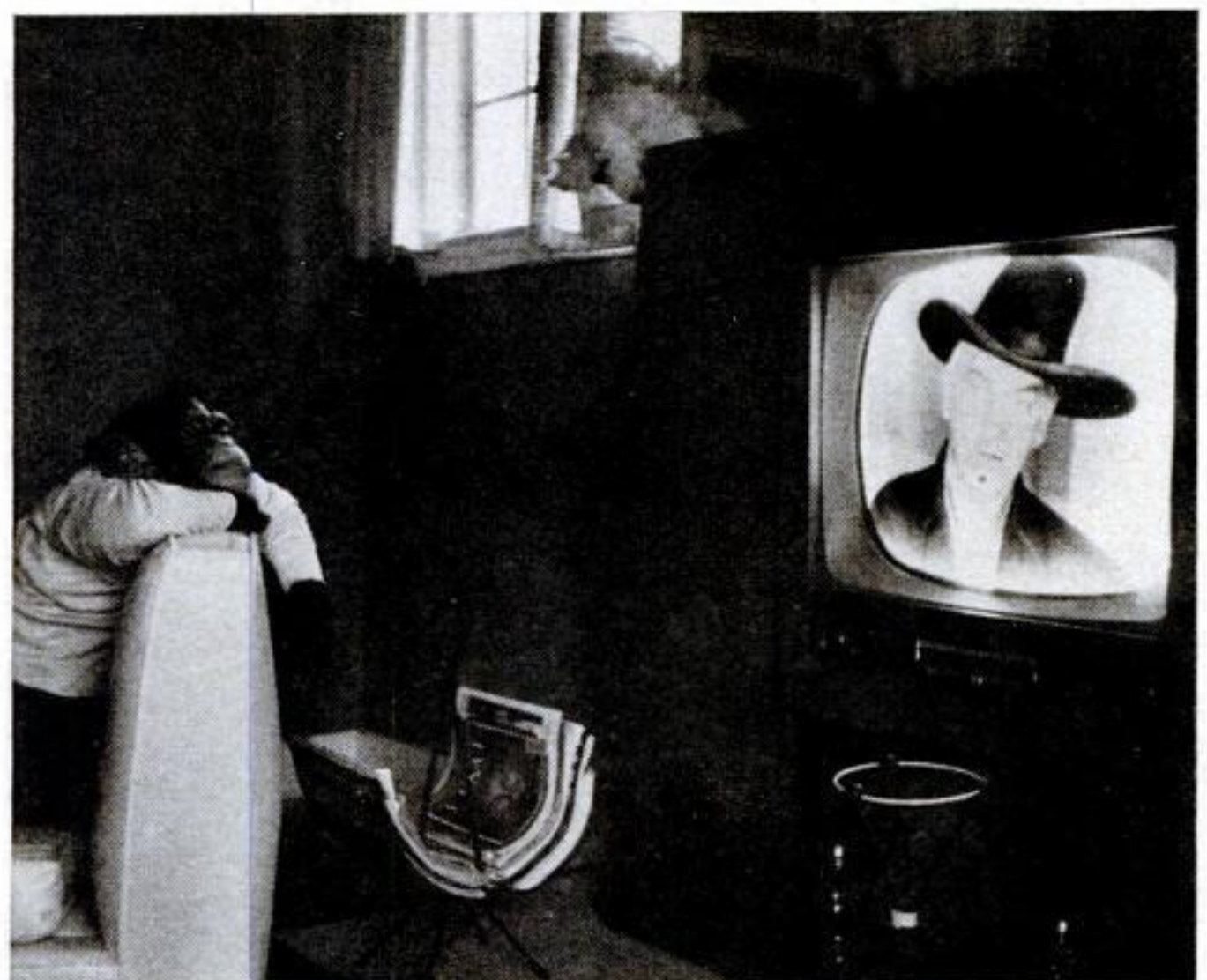
BUY IT
TRY IT
for better
summer drinks

Gin 90 proof.
Distilled from
100% grain
neutral spirits

HOME LIFE OF NEW STAR



BACKYARD HERO, Zippy swings with neighborhood children who treat him as one of the gang. He loves to roller-skate and bicycle with them too.



ZIPPY'S HERO is his fellow-TV star, Hopalong Cassidy. He perches on chair in the Ecuyers' living room and cheers Hoppy with grunts of excitement.



BABY-SITTER for Zippy when foster parents go out is Mrs. Bertha Kenney who lives two doors down. Zippy sleeps between 12 and 14 hours a night.

CONTINUED ON NEXT PAGE



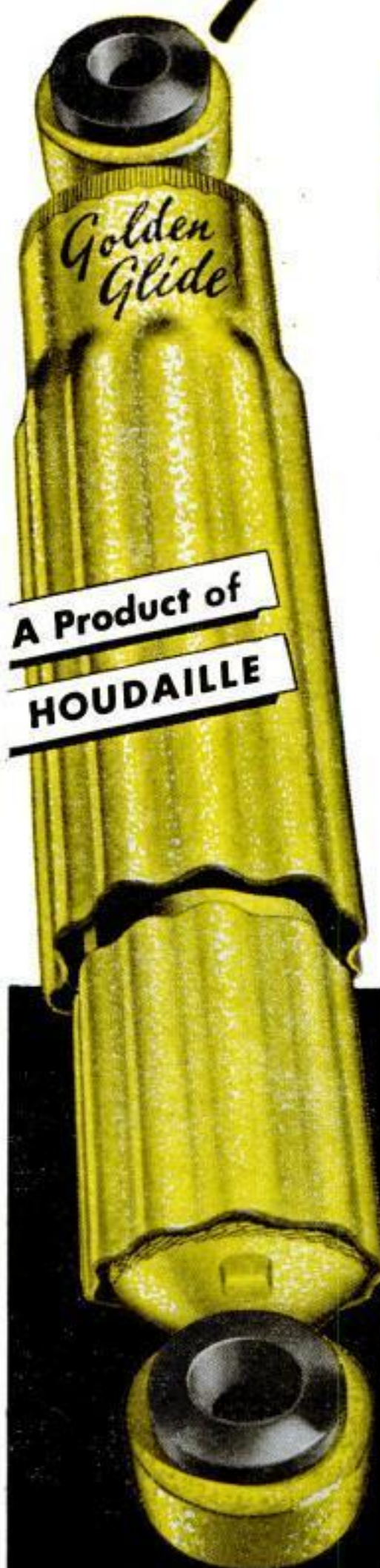
Time to have your shock absorbers checked! And if you've driven 20,000 miles or more, better protect your safety and comfort with new

Golden Glides

**SAVE YOUR CAR
SAVE YOURSELF**

They'll smoo-oo-ooth your ride. You'll drive more relaxed—free from nervous strain and tension. And they'll safeguard you against dangerous road sway. With new **GOLDEN GLIDE** shock absorbers, tires hug the road better for safer, faster stops.

Houdaille, the pioneer, custom-builds the new double-action **GOLDEN GLIDE** for your car; yet these safer, better shock absorbers cost no more. Thousands of garages and service stations sell and recommend them. If you do not know the one nearest you, write: HOUDAILLE-HERSHEY CORPORATION, BUFFALO 11, N. Y.



**DOUBLE
ACTION**

SAFEST RIDE
IS

Golden Glide

Custom-Built SHOCK ABSORBERS

NEVER CARRY MORE CASH

than you can afford to lose



Wherever you go, protect your money with...

AMERICAN EXPRESS TRAVELERS CHEQUES

- Instantly accepted everywhere
- Immediate refund if lost or stolen
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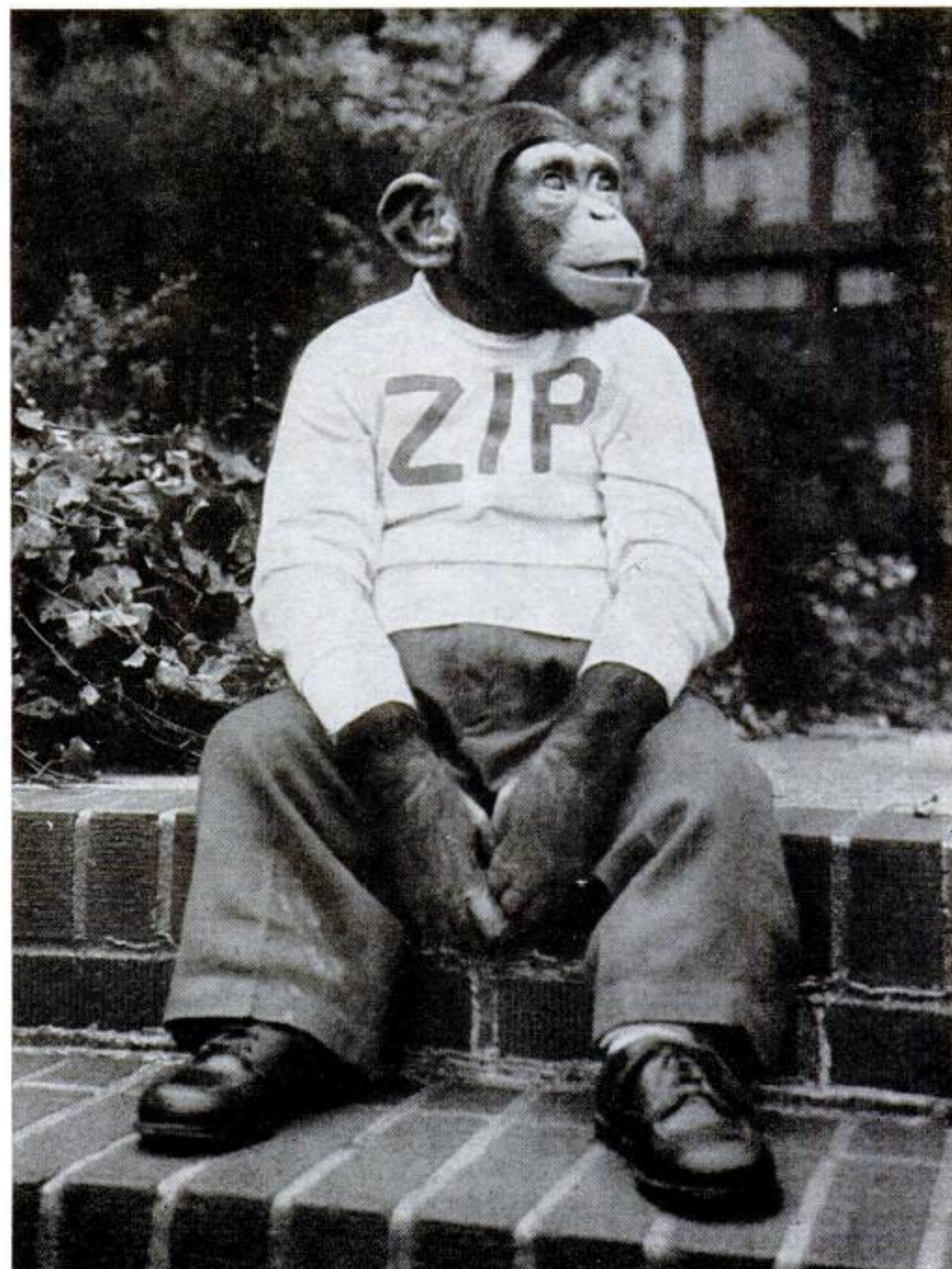


CHIMP CONTINUED

FAREWELL TO OLD GANG



FAREWELL PARTY in Zippy's honor, given on eve of his departure for a new home five miles away, is attended by eight of his neighborhood playmates.



LONESOME NEWCOMER, Zippy sits on the sidewalk steps near owners' new Freeport, N.Y. home and waits for kids to show up and make friends.

To each his own



Everybody's happy (smart Mom!) because everyone gets his choice of Kellogg's fresh favorites—
ten personal portions **Kellogg's VARIETY PACK**
America's best-liked cereals



New Frigidaire Imperial 2-Door COLD-PANTRY

Stores Food The Way You Buy It

and the way you use it, too!

We followed you shopping—then designed this food freezer-refrigerator with the open-shelf convenience, easy reach and full view you enjoy in supermarkets! More space for favorite foods. Most-used food at most comfortable heights. *All* foods in plain sight. A giant food freezer, with its own door, to hold as much frozen food as many a freezer you'd buy separately!

Huge Refrigerator with Flowing Cold—on top. No squatting! Full-size Roll-to-You Shelves roll out all the way. New Flowing Cold bathes all items in just-right cold. Defrosting in the refrigerator section is automatic—no buttons to push, no pans to empty.

Huge "Picture Window" Hydrator—in the door. No stooping! 24.5 qts. of fresh foods swing down to counter height. Stay crisp and on display. New deep-set Pantry Door stores butter, cheese, bottles, left-overs.

Huge Separate Food Freezer—at the bottom. Stores 169 lbs. of frozen food in full view, at finger tip. Two wide baskets roll to you. 8 lbs. of cubes and new Cubelets. Maintains zero zone temperatures—defrosting is seldom necessary.

In color! . . . Sherwood Green, Stratford Yellow and Snowy White. Costs only \$5.51 weekly after minimum down payment. Ask a Frigidaire Dealer for exact terms on all appliances Arthur Godfrey recommends!

Frigidaire

Built and backed by General Motors



AFTER HURRY-UP MARRIAGE TO BEAT THE DEADLINE, AN 18-YEAR-OLD BRIDE SITS WITH HER HUSBAND IN DELHI. THEY ARE TIED TOGETHER WITH A CORD

A STAMPEDE INTO MARRIAGE IN INDIA

The warning of an astrologer-priest pushes many thousands of adults and children into wedlock

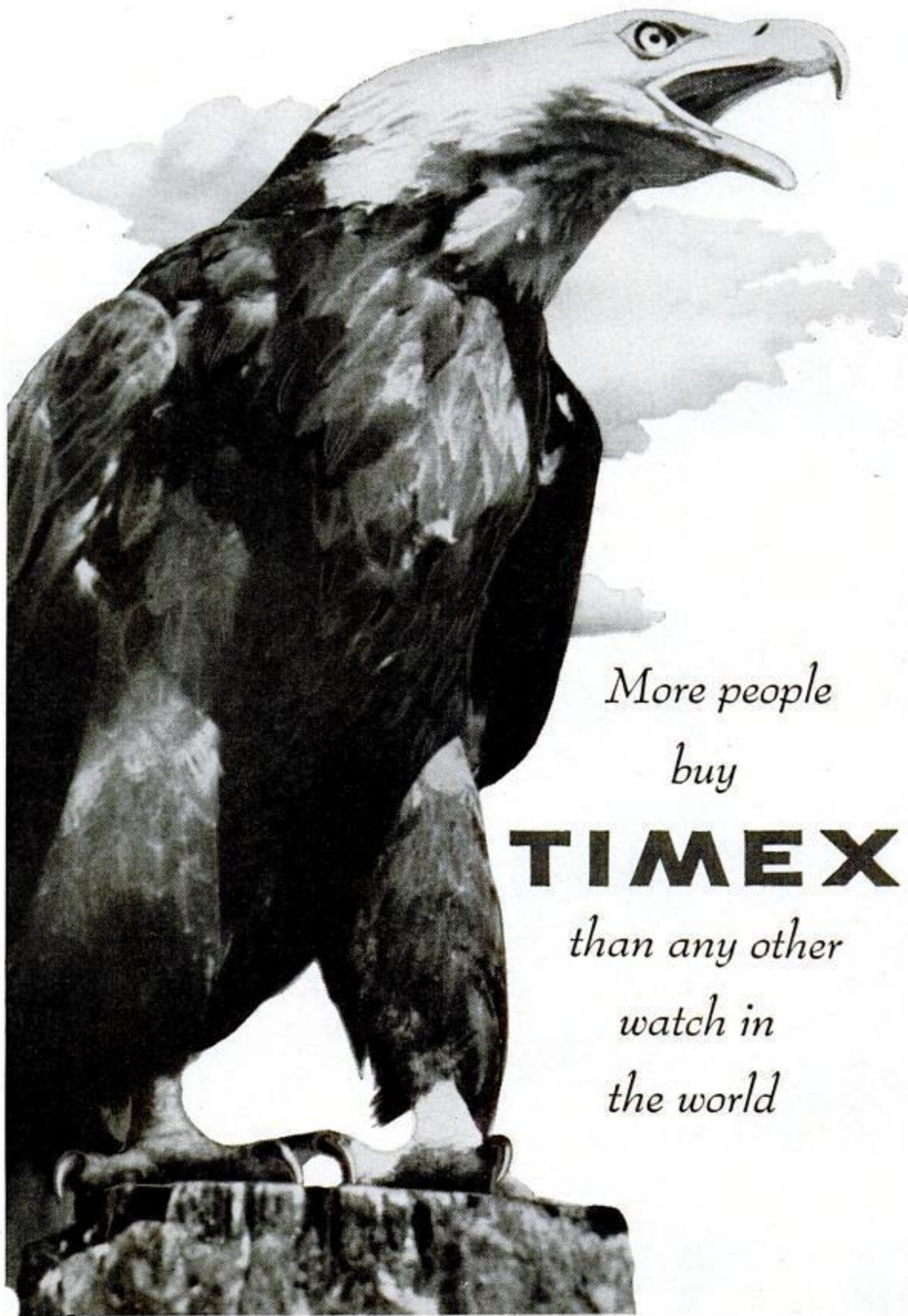
As the moon approached its full stage, many thousands of young people in the north Indian states of Delhi and Rajasthan rushed into wedlock to beat a matrimonial deadline. The stampede resulted from a prediction by Mahant Raghvir Dass, Delhi's leading astrologer and head priest of the temple of Hanuman, the Monkey God. Contemplating the heavens, Raghvir Dass had declared: the 13-month period beginning on May 5 would be inauspicious for marriages.

The word spread quickly. Parents hurriedly arranged marriages that were socially and economically suitable. A rash of matrimonial advertisements appeared in the newspapers: "Wanted young, beautiful, smart,

educated bride for young qualified doctor having good income." The Delhi State Assembly adjourned to let members attend weddings. Goldsmiths worked day and night to manufacture elaborate wedding ornaments.

In spite of the speed-up many weddings were still appropriately lavish. One Delhi manufacturer, celebrating the marriage of two daughters in a double ceremony, decorated a half-mile of roadway approaching his house with 30,000 colored lights. In astrology-conscious Rajasthan parents arranged more than 10,000 marriages between children, many still in the toddling stage. When at last the moon was full and the auspicious time for marriages was over, India's nuptial fever came to an abrupt end.

AN AMERICAN WATCH WINS THE WORLD!



More people
buy
TIMEX
than any other
watch in
the world

WATERPROOF* • SHOCK RESISTANT • DUSTPROOF*



TIMEX MARLIN

Sweep-second hand, radiolite dial,
chrome case, stainless steel back,
flexible metal expansion band.

\$12⁹⁵
PLUS 10%
FEDERAL TAX

ONE YEAR GUARANTEE

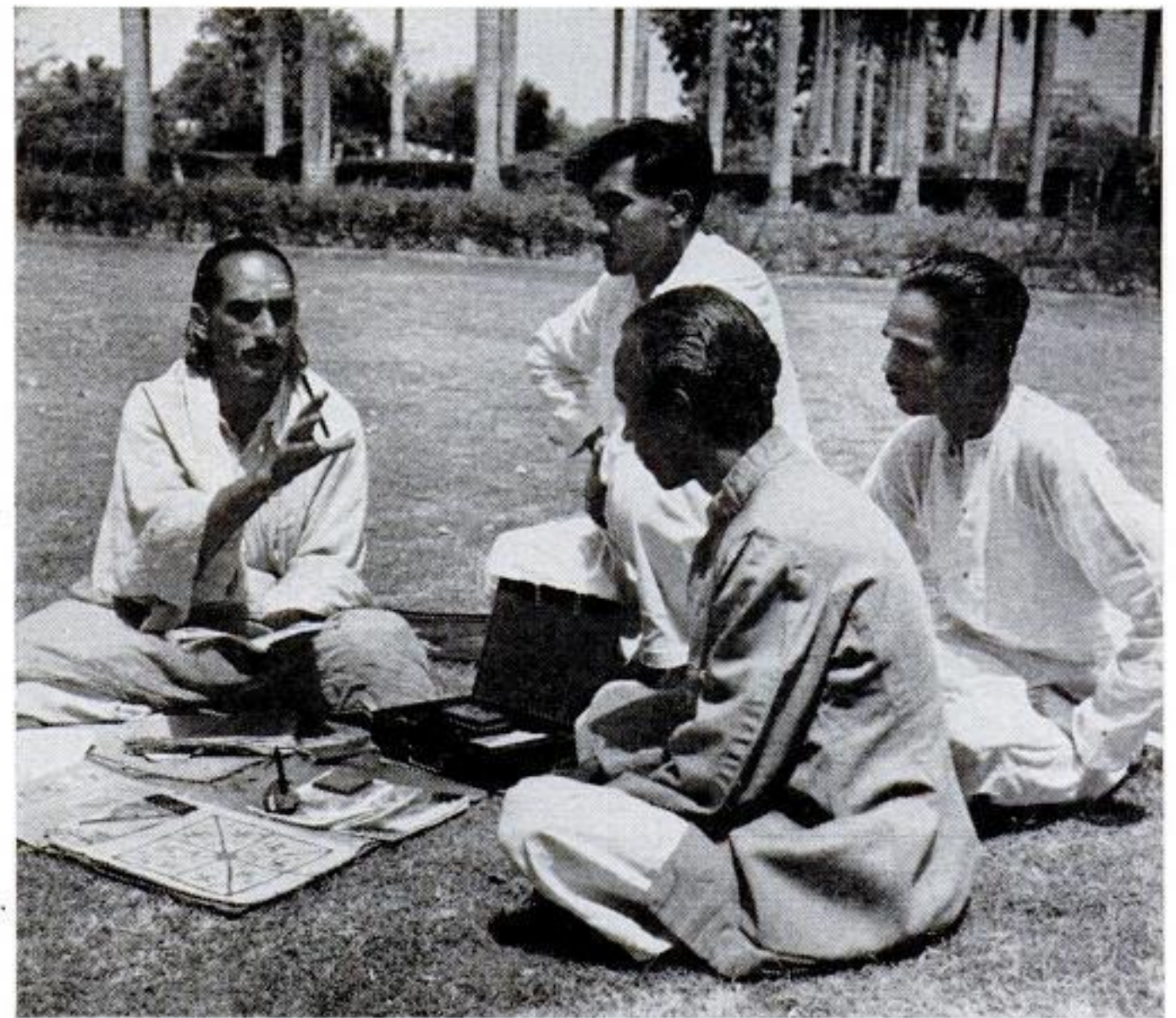
PRODUCT OF THE WORLD'S LARGEST MANUFACTURER OF WATCHES

500 FIFTH AVENUE, NEW YORK 36

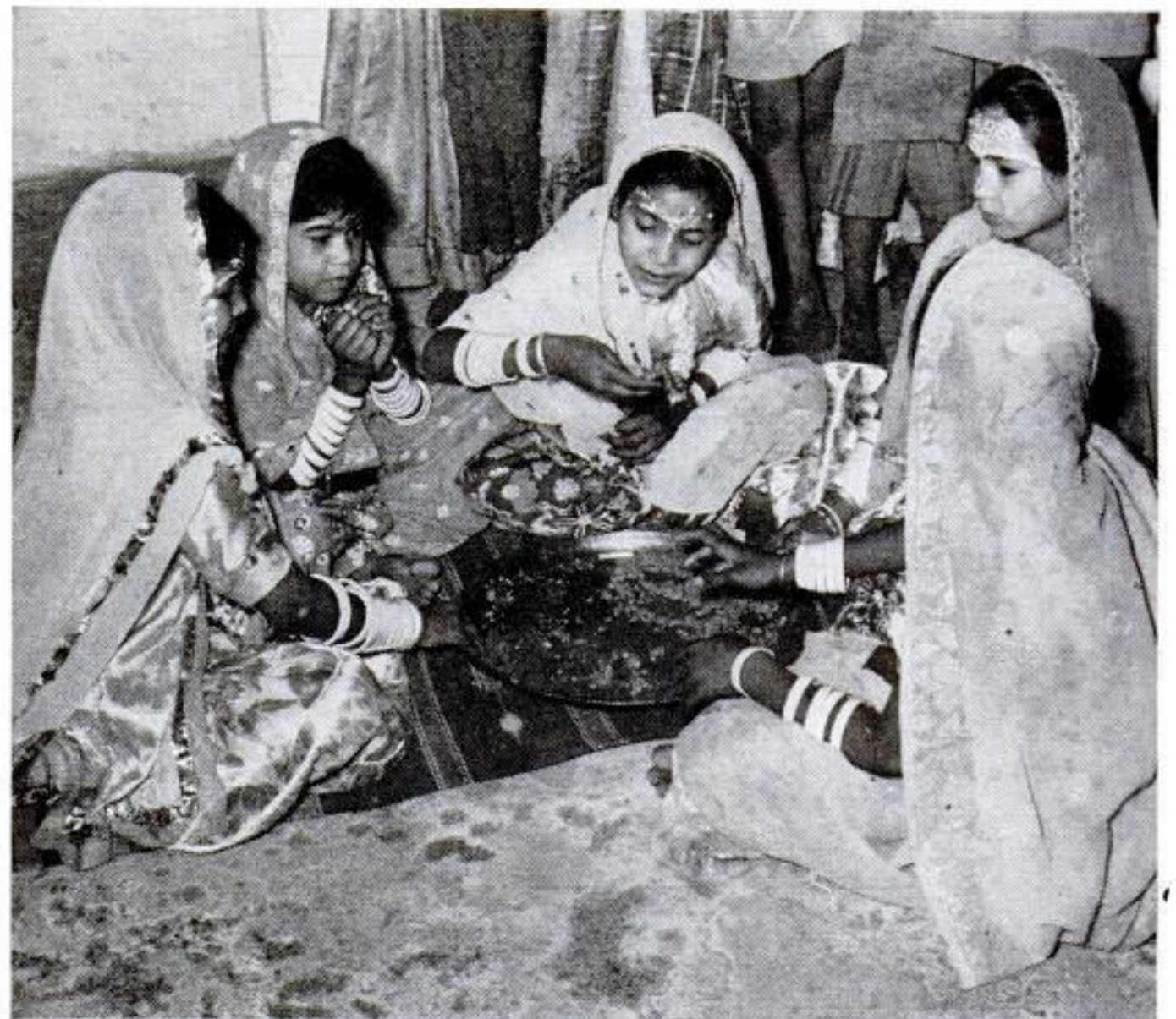
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*Timex Marlin models stay waterproof and dustproof as long as crystal, crown and back are intact and, if removed, expertly replaced.

Marriage Stampede CONTINUED



MARRIAGE PLANS are made by a wedding party in Delhi on advice of an astrologer (left) who is holding an almanac and describing favorable signs.



BRIDES' FEAST is attended by group of ornately dressed child brides on the evening before their marriage ceremonies. These girls are about 8 years old.

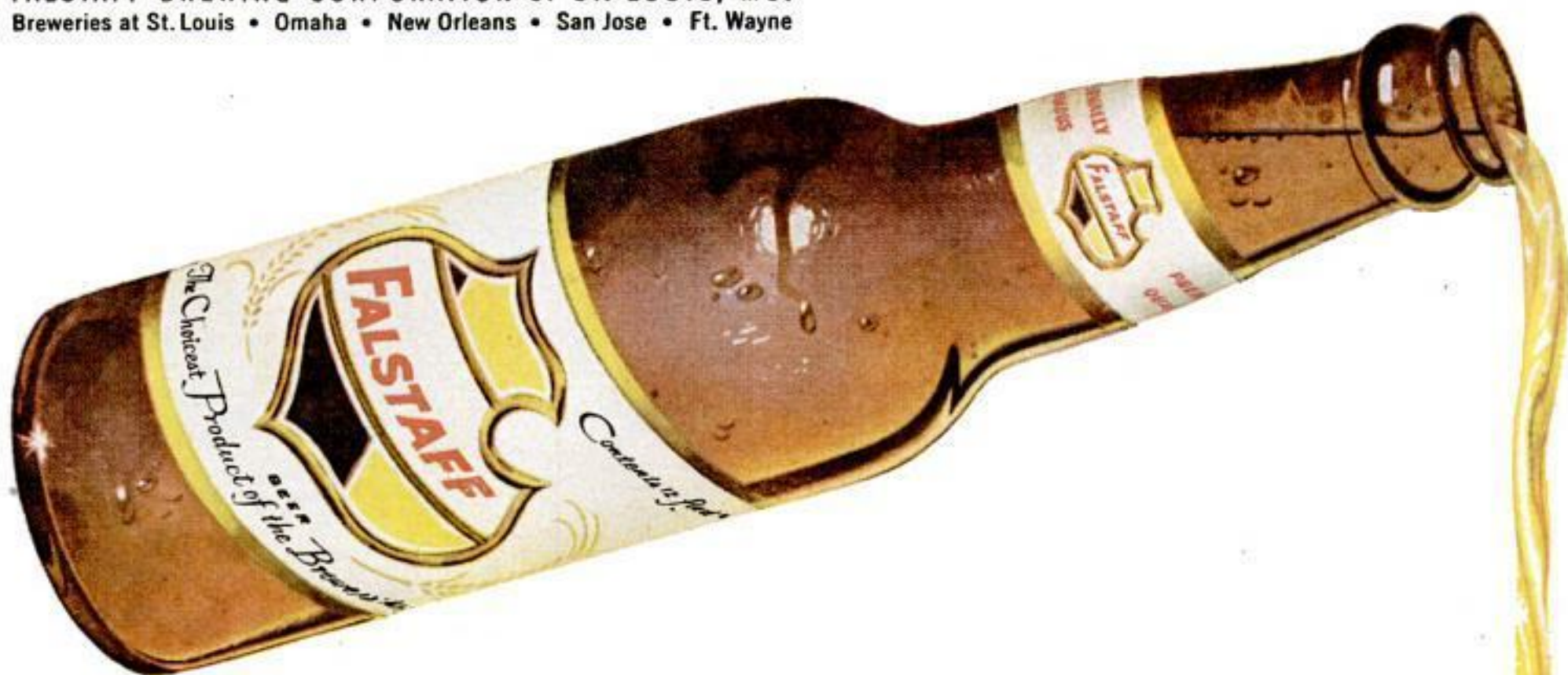


BRIDEGROOMS' PARTY in state of Rajasthan is held in same house but a different room. Following an Indian custom they eat from a common plate.

[CONTINUED ON PAGE 105](#)



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Breweries at St. Louis • Omaha • New Orleans • San Jose • Ft. Wayne



WHEN IT'S TIME
TO WATCH THE BALL GAME...

Bring on the Falstaff

SPRING IS HERE . . . and to millions of fans that means the return of the baseball season. Time to watch your favorite team on TV with a tall, cold glass of beer close by.

Know how to make this national pastime a still better time? Bring on the Falstaff . . . as you get set for the tops in TV baseball—the Saturday afternoon “Game of the Week.”

Yes, Falstaff, too, is the finest in its field. It's always Premium Quality beer . . . known from coast to coast as The Choicest Product of the Brewers' Art.



AMERICA'S PREMIUM QUALITY BEER



Sweethearts in Swimsuits

For you...
and the one who
makes your
temperature rise...
Catalina look-alike
swimsuits!

Shown here—
a fabulous
Signature Fabric
from the land of
the Pharaohs.
See Catalina
Sweetheart Sets
also in Clansman's Plaid,
Dalmatian and
other fascinating
patterns.

Ladies' swimsuit:
Pharaoh's Darling—\$10.95.

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Sudan shirt—\$6.95;
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For name of nearest
store, write: Sweethearts,
Catalina, Inc., 443 So. San Pedro
Los Angeles 13

© Catalina, Inc., a division of
Julius KAYSER & Company
hosiery • lingerie • gloves

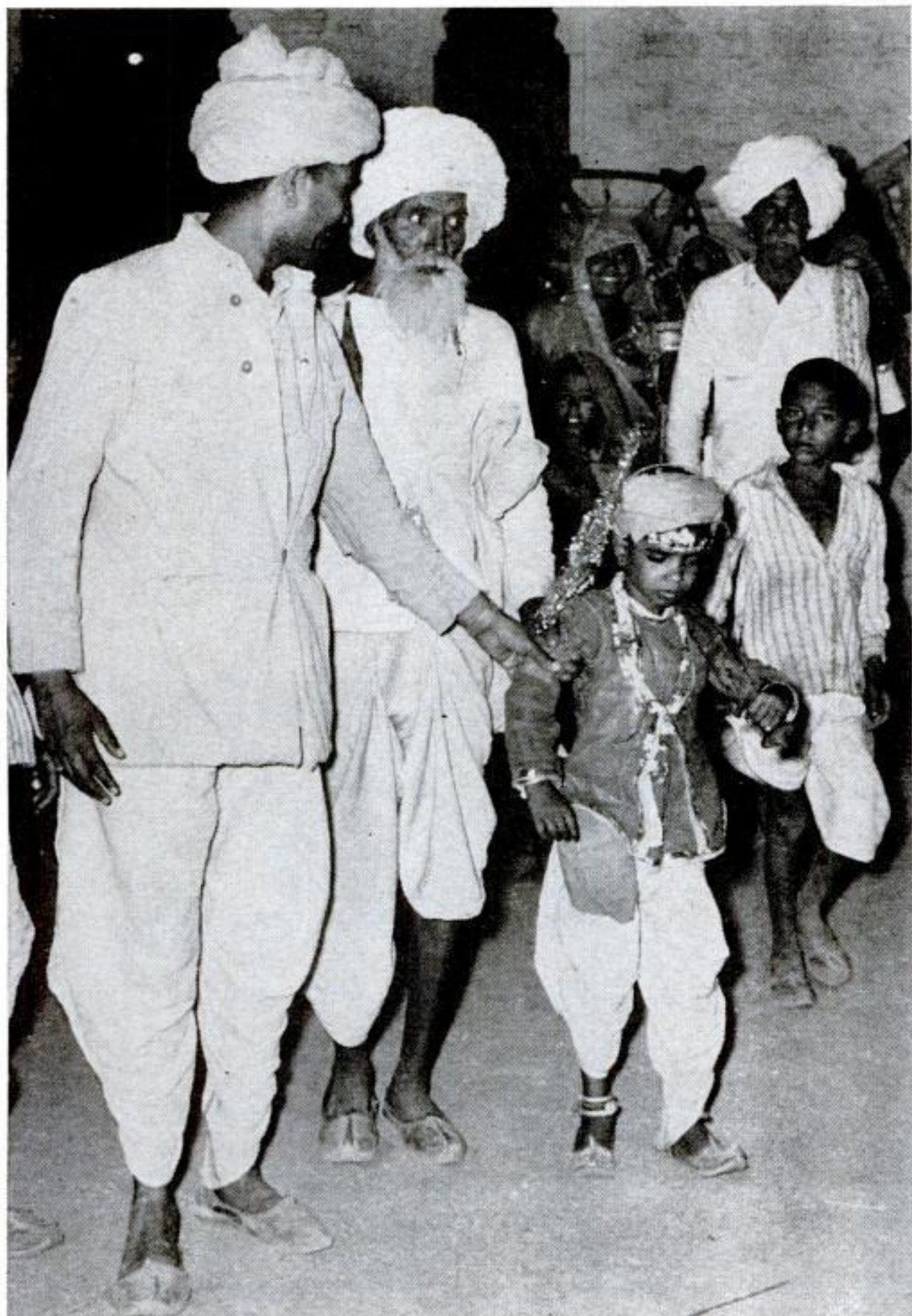
Catalina



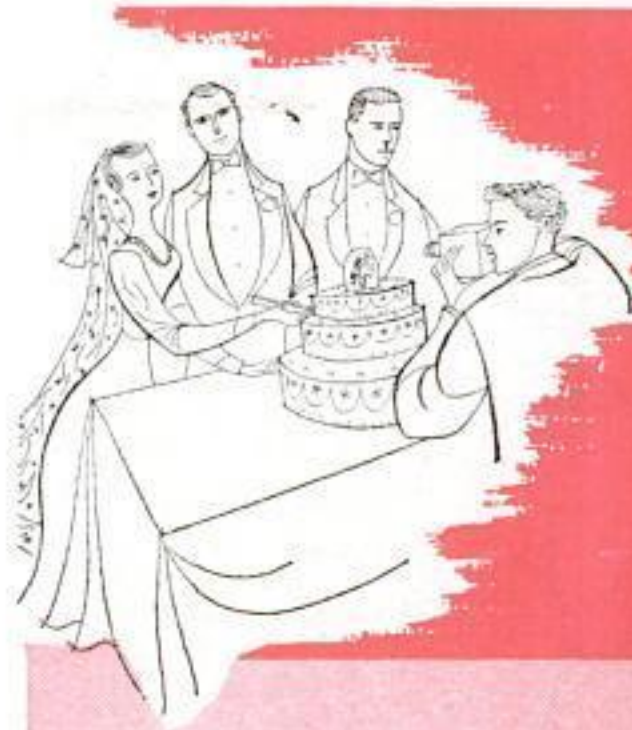
Tan with Tartan



18-MONTH-OLD INFANT BRIDE is swaddled in her mother's arms as they await arrival of the bridegroom's party for wedding at her home in Rajasthan.



5-YEAR-OLD HUSBAND of the infant at top carries a ceremonial sword to early morning nuptials. Child couples usually live apart until they mature.

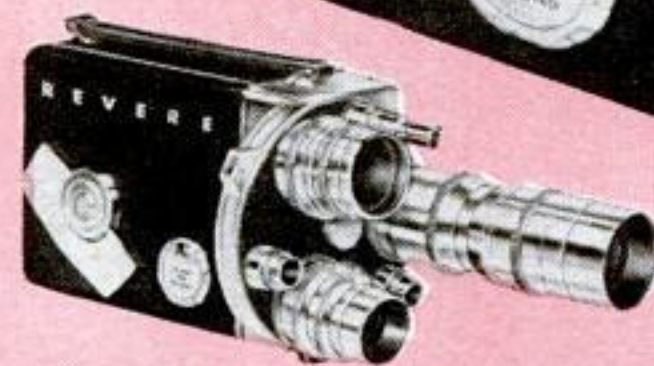
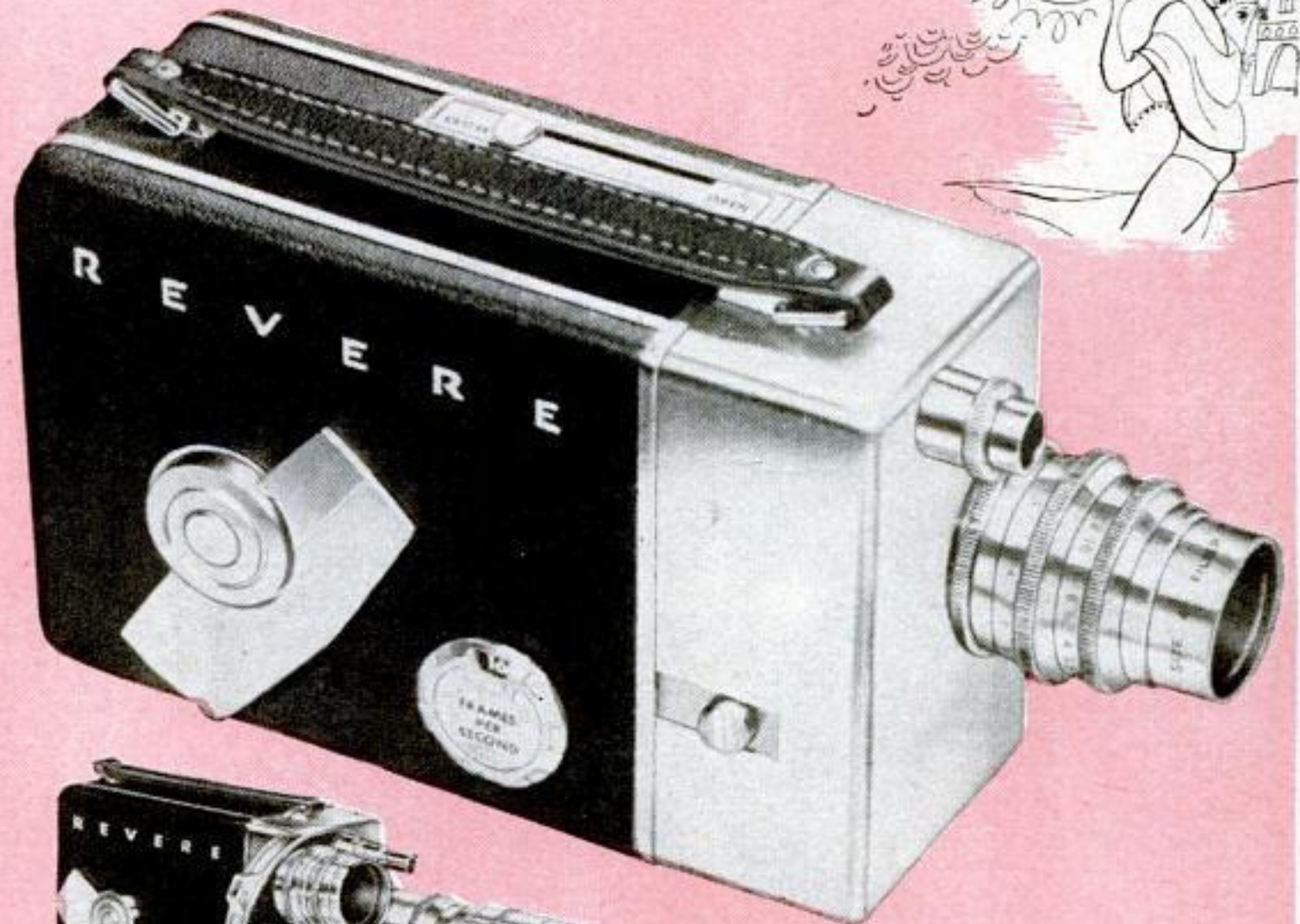


*Now is the time to make
personal movies!*

Today will never come again.
Tomorrow will be too late to film forever
the joy of wedding, anniversary, graduation,
vacation and the happy events in your life.
Capture all the action in personal movies!

NEW *Revere* "36" 16MM MAGAZINE CAMERA

Its distinguished design and advanced features make movie-making a constant delight. You'll appreciate its extremely long-run spring motor; the new adjustable objective view-finder; easy ratchet winding key; simple-to-use exposure guide. 5 speeds and single frame for titling. Fine WOLLENSAK f/2.5 Cine Raptor Wocoted lens. Tax inc. . . \$139.50



"38"—16mm Magazine Turret. Versatility of 3-lens turret and corresponding objective view-finders; divergent turret head. Other features and lens same as "36" above. Tax inc. \$169.50

"48"—16mm Projector. AC-DC; simple 3-point threading; single knob control and base film compartment. With carrying case, 2-inch F1.6 coated lens, 750-watt, 400-ft. reel \$182.50



"90"—8mm Projector. Extra 17mm wide angle lens attachment doubles picture size. 500 or 750-watt lamp. 400' reel. \$159.50



"40"—8mm Magazine Camera. Budget priced luxury! Drop-in loading; adjustable view-finder; WOLLENSAK f/2.5 Wocoted lens, tax inc. \$99.50



"T-1100"—Dual-Speed Tape Recorder. (3.75 and 7.5 speeds). High Fidelity "Balanced Tone"; single knob control. With microphone, radio attach. cord, 2 reels (1 with tape). \$159.50

"888"—35mm Robot Slide Projector. Completely automatic—shows 36 slides without touching a finger to it. 5-inch WOLLENSAK Wocoted lens; 500-watt lamp. \$119.50



REVERE CAMERA COMPANY • CHICAGO 16, ILL

GALLERY IN A HOME



IN SALON MAURICE EISENBERG GIVES ONE OF GALLERY'S REGULAR CONCERTS

Duncan Phillips moved out to let the public in to see his great art



COLLECTOR AND COLLEAGUE, Duncan and Marjorie Phillips are sole directors of the gallery. A

painter herself, Mrs. Phillips recently had an exhibition of her work at Washington's Corcoran Gallery.

From the sidewalk No. 1600 21st Street, N.W. in Washington looks like countless other of the city's staid and somewhat cheerless houses left over from the 19th Century. Inside it is fabulously unlike any house in the capital, for in the comfortably furnished rooms hangs one of the greatest private art collections in the world. Adorning the walls of the Duncan Phillips home, which is now a public gallery, are masterworks of European and American painters—Renoir and Ryder, Van Gogh and El Greco, Matisse and Marin—all hanging harmoniously in a setting of soft sofas, carpeted floor, book-strewn tables.

Comparatively unknown even to Washingtonians, the Phillips Gallery averages only a few hundred visitors a week. In 1920, when a wing was opened to the public, it was still the private home of Duncan Phillips, the grandson of a wealthy Pittsburgh steel magnate, who had begun to buy art in 1914. By 1930 three floors of the house were so crowded with art that Phillips and his wife moved out in order to let the public move in. They left the furniture behind so that the viewers could feel—quite literally—at home with the art.

Today the Phillips collection numbers some 1,500 paintings which, when not on view, cram every closet, bathroom and storeroom. A daily visitor to his own collection, Phillips, now 68, seldom tires of his choices. With no trustees to please, he goes right on buying whatever he likes, scouting shows, auctions and dealers' stockrooms for art. "But," he says, "the latest purchase is always my favorite."



SEDATE ENTRANCE of Duncan Phillips Gallery has double stair and small sign listing week's events.



ART-FILLED DRAWING ROOM in the Phillips house has 19th and 20th Century French paintings hanging over antique French furniture. Above the

mantel is a Degas oil, *Dancers at the Bar*; next to it is a Degas pastel, *After the Bath*. At right is *The Open Window*, one of 16 Bonnards which Phillips owns.

CONTINUED ON NEXT PAGE

Copyrighted material



DAUMIER, whom Phillips began to collect in 1919, depicted three lawyers in a lively exchange of wit. Phillips owns seven Daumiers, one of best collections in the U.S.

SOUTINE, a Lithuanian, lived in France where he did this still life of dead pheasant. Once a favorite possession of Henri Matisse, it was bought by Phillips in 1950.





BRAQUE dominates walls of one-time bedroom in Phillips Gallery, which owns eight of his paintings. At right is *Still Life with Grapes*; in center, *The Round Table*. Through doorway is seen work by late modern, Nicholas de Staël.



MATISSE, working in his studio in 1916, painted the scene within and view outside. Over past 30 years Phillips has owned a number of Matisse's works but has sold or traded all but two. This painting he intends to keep, believing it the artist's finest.

VAN GOGH did this scene in 1888, two years before he committed suicide. One of three paintings by Van Gogh in the gallery, it shows the entrance to public gardens at Arles, a sunny town in southern France where the artist lived for a year and a half.



STATELY SALON, used for weekly concerts, is enriched by Renoir's *Luncheon of the Boating Party* and flanked by works of French sculptors Despiou (left),

Lachaise (center), Maillol (right). The painting, bought in 1923 for \$125,000, is considered the finest Renoir in the U.S. and is Phillips' most famous possession.

IN 1955

Vornado® AIR CONDITIONERS

HAVE THE

ONE BIG DIFFERENCE... *Balanced Cooling*

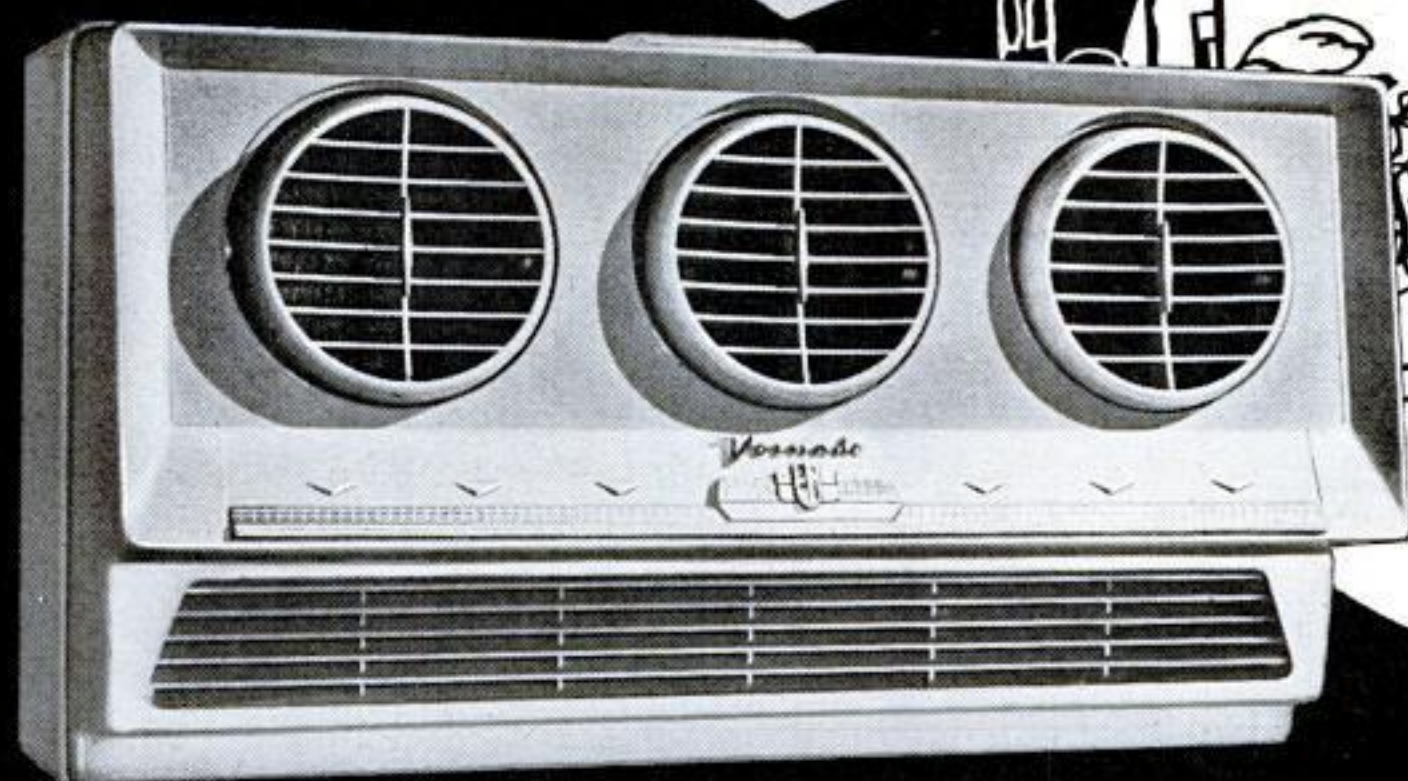
Vornado all new 1955 Air Conditioners have the one big difference that means more cooling comfort for you—that's *Balanced Cooling*.

Through latest engineering and design—Vornado

Window Air Conditioners cool, dry and properly circulate the air in proper balance, and this important difference gives you TRUE air conditioning.

9 NEW MODELS

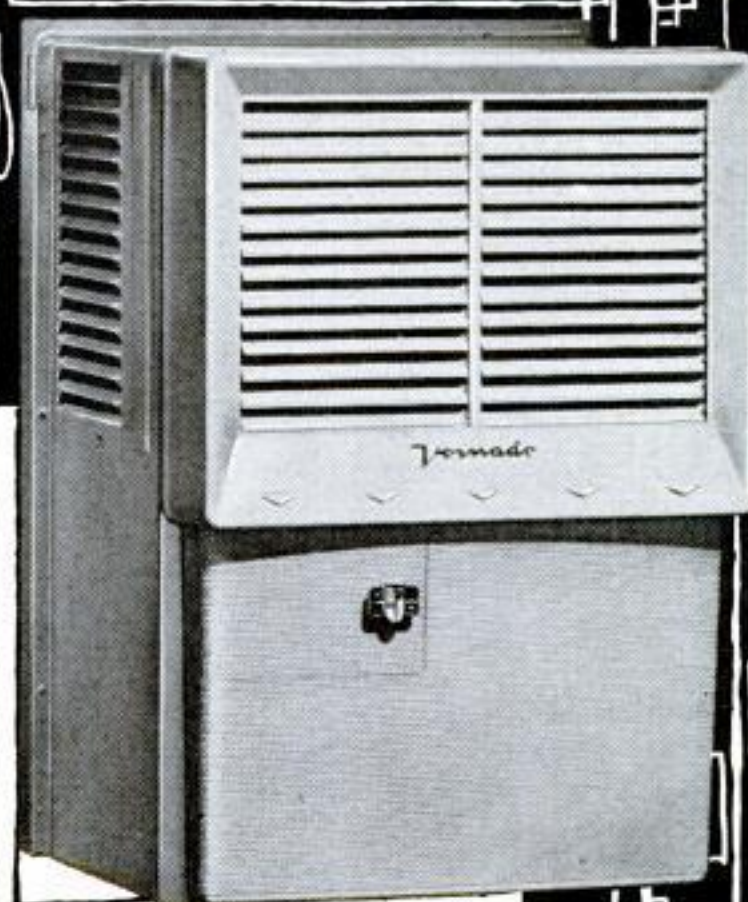
from small ½ H. P. to powerful 2 H. P., all with *Balanced Cooling*.



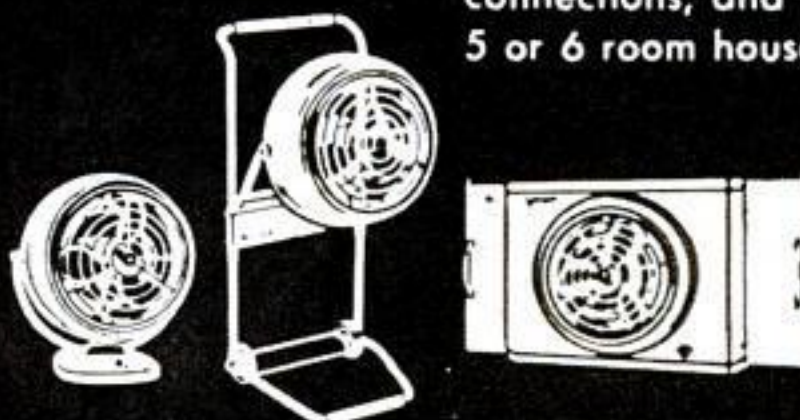
2 H. P. ROOM AIR CONDITIONERS

This powerful model fits standard windows, requires no water connections, and cools up to a 5 or 6 room house.

¾ H. P. CASEMENT WINDOW MODEL
Small, Compact—mounts all inside, or half in and half out—fits any casement windows.



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Specialists in the manufacture of comfort cooling appliances

REMARKABLE NEW FILM PERFECTED FOR 60-SECOND POLAROID® LAND CAMERA

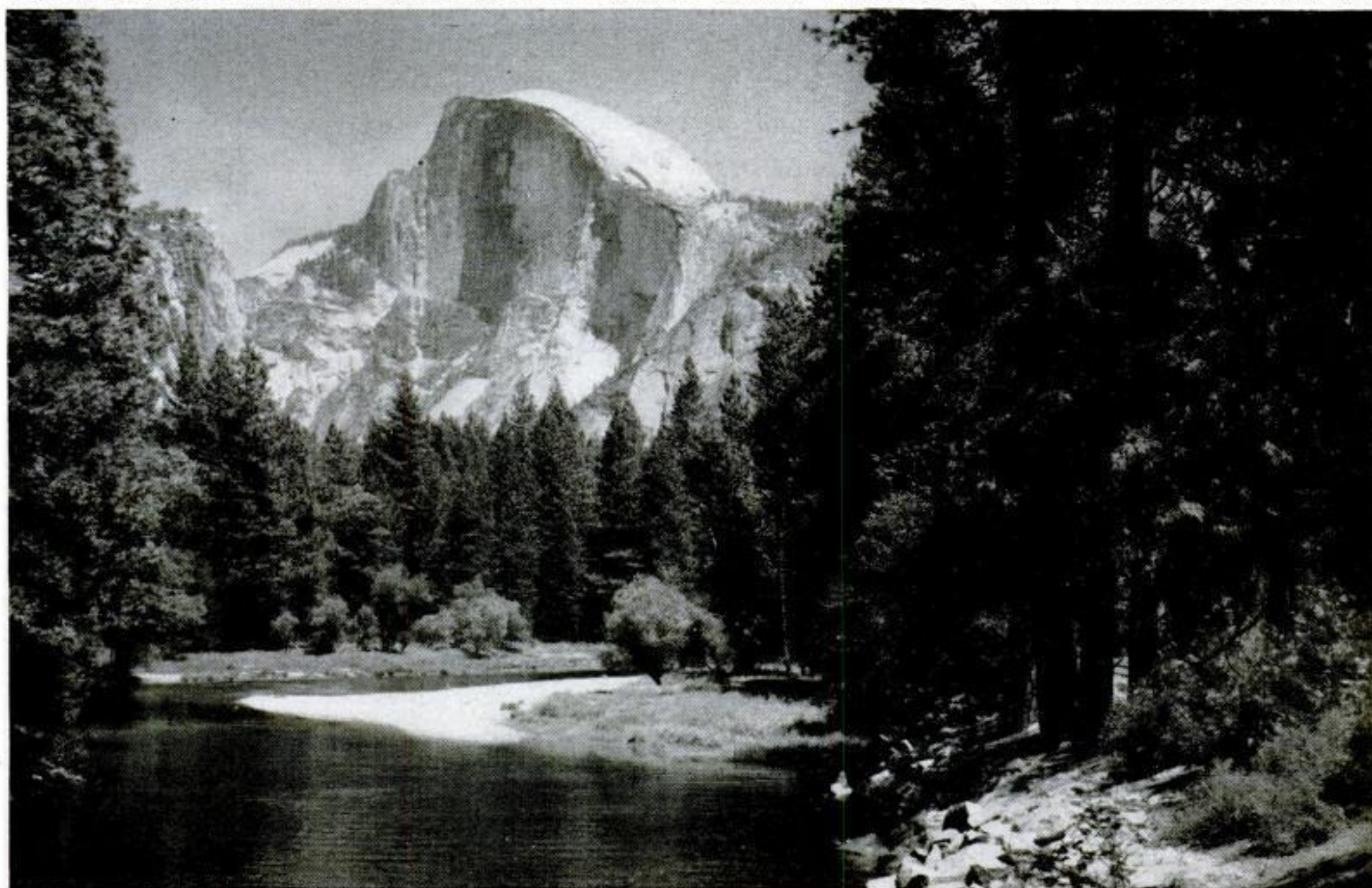


gives you the finest pictures you ever took

Load this new film into a Polaroid Land Camera. Snap the shutter — and one minute later you'll hold in your hand an entirely new kind of picture. A picture so good it will change your ideas about what is possible in photogra-

phy. Details you might scarcely notice with your naked eye seem to spring to life on the finished print. With new Polaroid PolaPan Land Film, the Polaroid Land Camera captures even the subtlest variations of tone and texture.

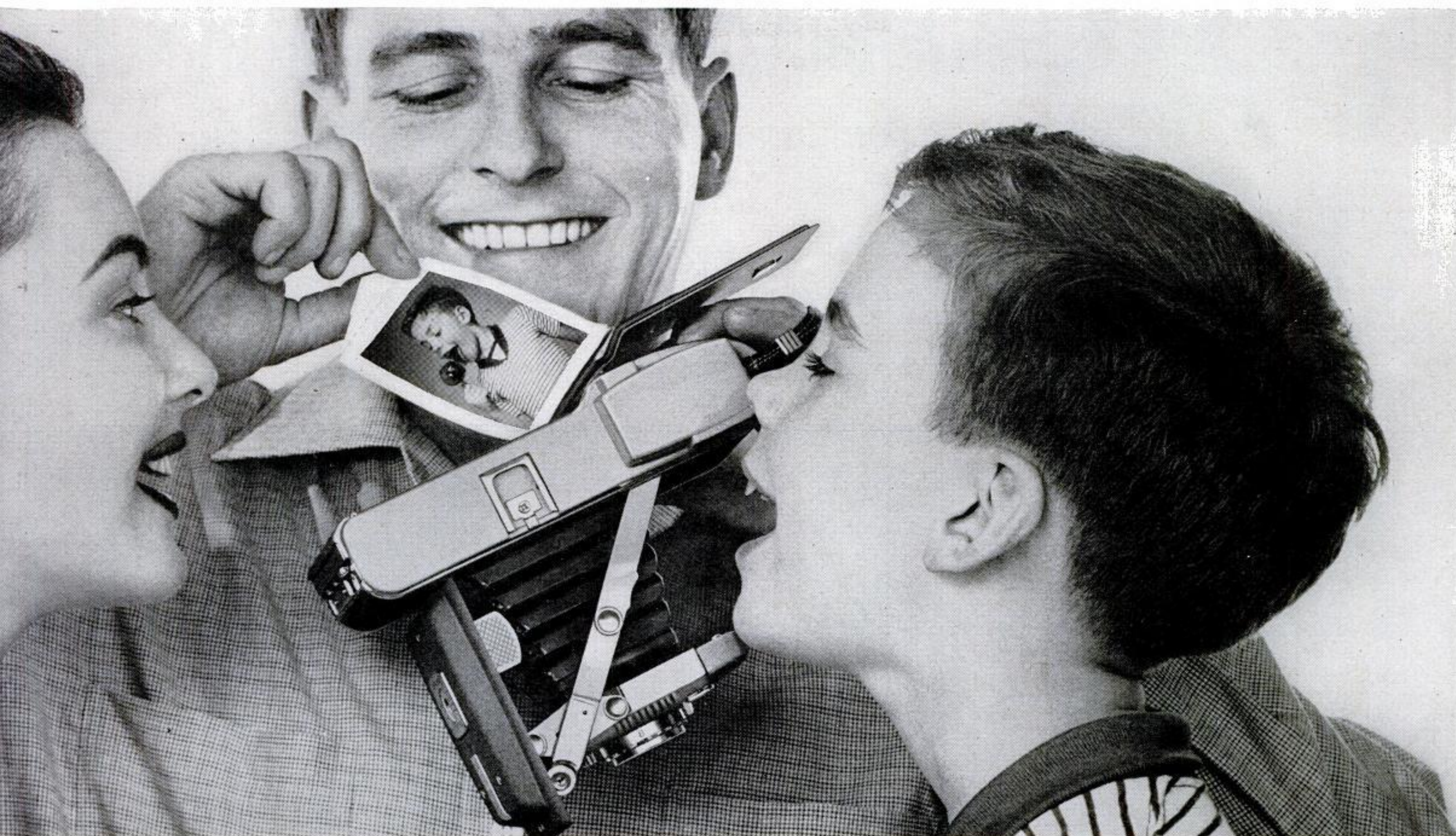
EVEN WHEN ENLARGED, DETAILS REMAIN SHARP IN LIGHT AND SHADOWED AREAS



SKIN TONES ARE SOFTER, MORE LIFE-LIKE

Because it's *panchromatic*, women's lips never appear black as on some films you've used. Skin tones are softer, warmer, more *alive*. And you'll enjoy these pictures for a lifetime; they'll last — just like *any* fine print.

The Polaroid Land Camera and this new film give you more good pictures than you've ever



..... and gives them to you in 60 seconds!

gotten before. You can shoot in one-fourth the light you used to need.* Many pictures can be taken indoors without flashbulbs. The camera itself is surprisingly simple to operate: just drop in the film, set one dial and snap. It's designed to be foolproof even for a beginner. To make it even easier, this new film corrects



NEW FILM CORRECTS ERRORS IN EXPOSURE, MAKES PICTURE-TAKING ALMOST FOOLPROOF

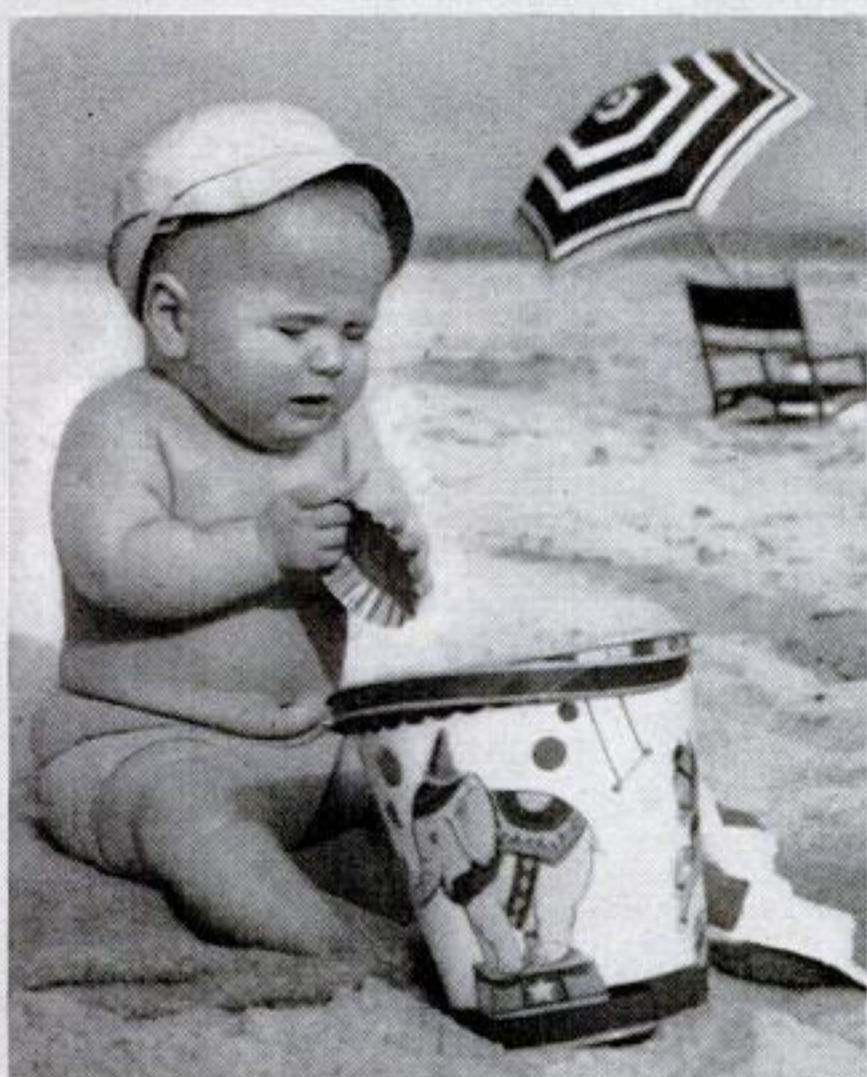
Of these three pictures only the center one was taken at the correct exposure. Ordinarily, the first shot would have been so overexposed you couldn't

see the subject — and the third shot so underexposed it would have been black. But with Polaroid PolaPan Land Film all three pictures are satisfactory.

most mistakes you may make in exposure. What's more, snapshots cost you less because you can make every shot count. You see what you've got on the spot; never need to cover yourself by taking extra pictures.

This new film is further proof that the Polaroid Land Camera is the greatest camera you can own. And it now costs far less than you'd expect: just 69.95 — only 1.19 a week. Why put it off another summer? Look into a Polaroid Land Camera tomorrow — it can make your vacation.

These pictures were all taken with a Polaroid Land Camera. *EXPOSURE INDEX 400 — ASA EQUIVALENT.



YOUR PRECIOUS PICTURES WILL LAST

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MULTI-SEATED bike can be ridden by single person. Above: Mimi Kasprowick manages to mount without help. Below: five members of Chicago bicycle group pedal in unison.

A BICYCLE BUILT FOR A BUNCH

A new wheel from the Netherlands gives five pedalers a sociable ride

In this day of large families, crowded dormitories and increasingly popular bicycle clubs, a new two-wheeler built for five has been imported from the Netherlands to give big groups a sociable ride. The front rider steers the bicycle—which is quite a trick—and operates the hand brakes. The others just pedal. Cost of the bicycle, called Tiger Quintet, is \$425,

including a battery-operated radio that looks like a head lamp. More than 50 have been ordered by U.S. dealers.

Expert riders like those below can steer the bike straight at low speeds. Newcomers find that after it gets going the bike is fine but that considerable speed must be worked up before it stops wobbling and rides smoothly.



FOUR COED STUDENTS FROM THE UNIVERSITY OF ILLINOIS PEDAL WHILE AN EXPERT STEERS THE BIKE.



"You've got to have clean clubs
to hit clean shots" says *Sam Snead*



"Clean your clubs with S.O.S"
says Sam Snead

For accuracy "A dirty iron can handicap any golfer's game," says the great Sam Snead. "Particles of golf ball paint, soil and grass prevent crisp, clean contact between club and ball. A dirty club can send a good shot yards off line."

For backspin "The grooves in the blade of your iron are there to 'grip' the ball and give you backspin. If the grooves are filled with dirt—you're not going to get the backspin needed to bite and hold the green."



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Slimming Salad



Wesson Oil

—America's favorite salad oil—none finer, lighter, fresher

Heinz Vinegar

—Five full-flavored kinds—to make your salads sing!



Give them the *lighter* touch of your own
fresh dressing ... you make it in
1 minute with Wesson Oil
and Heinz Vinegar ...



Nobody goes hungry with these hearty salad meals. They're low in calories but healthfully *balanced* meals, abounding in the wholesome foods your family needs.

To keep your salads slimming and still bring out all the fresh garden flavors—serve them with your own light, homemade dressing. You make this tempting dressing with sparkling-clear Heinz Vinegar and

delicate Wesson Oil. You can make it *lower in calories* than heavy bought dressings by varying ingredients as you choose. It *goes further, too*, so you naturally need less. It makes salad meals satisfying, dieting easier.

You season your homemade dressing just the way your family likes it. And because it costs *less* than bought dressings, you *save* on every salad.

Meals

1-Minute French Dressing

1 teaspoon salt	¼ teaspoon pepper
½ teaspoon sugar	*¼ cup Heinz Vinegar
½ teaspoon paprika	*¾ cup Wesson Oil

Combine and shake well in covered jar. Shake well before using. Makes 1 cup.

*For a sharper dressing, use ⅓ cup Heinz Vinegar and ⅔ cup Wesson Oil.

1 Chef's Salad Plate 447 Calories

3 ounces of chicken† (about ¾ cup) and 1 carrot cut in Julienne strips, with 1 tomato and 1 hard-cooked egg, sliced, on bed of curly endive, centered with a caulifloweret. Serve with 2 tablespoons of—

Ketchup Dressing: To ½ cup of 1-Minute French dressing add 2 tablespoons Heinz Ketchup and 1 tablespoon chopped chives.

†Or lean ham strips if you are not counting calories so closely.

2 Fruit Plate 513 Calories

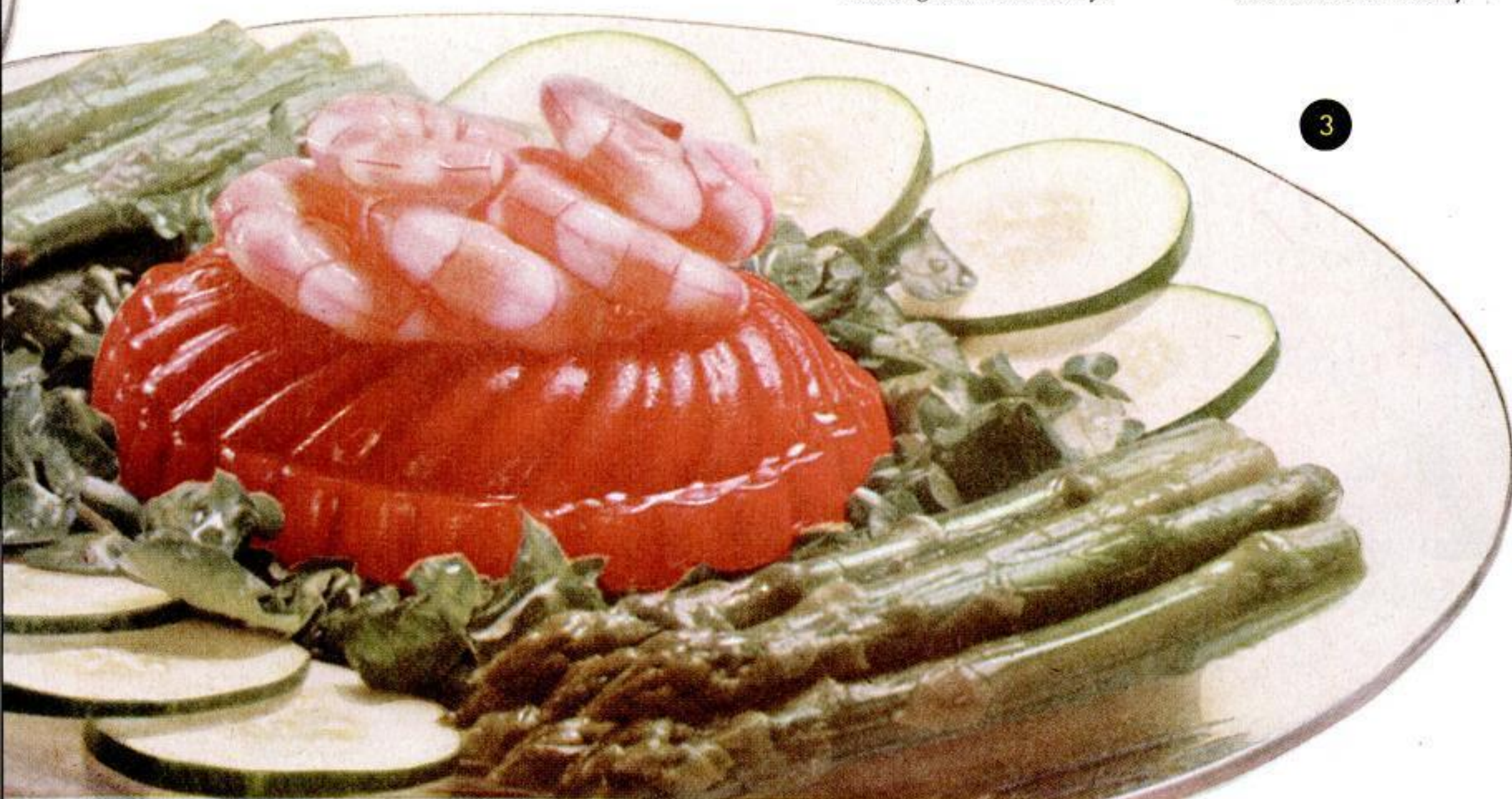
2 peach halves filled with 5 tablespoons cottage cheese, ½ cup fruit-flavored gelatin cubes, 1 banana and ½ apple, sliced, dipped in lemon juice, and arranged on escarole leaves. Serve with 2 tablespoons of—

Creamy French Dressing: To ½ cup of 1-Minute French dressing add gradually ⅓ cup of light cream, beating constantly with rotary beater until thick and creamy.

3 Shrimp Plate 346 Calories

Tomato aspic ring (½ cup) filled with ½ cup of shrimp (such as Blue Plate or Gulf Kist brand shrimp), 8 cucumber slices, 10 asparagus spears and sprigs of water cress. Serve with 2 tablespoons of—

Nippy French Dressing: To ½ cup of 1-Minute French dressing add 2 tablespoons chopped green onions, 1 teaspoon prepared mustard and 1 teaspoon horseradish.



3



this diamond

identifying Jupiter as the father of weather, was popular on German playing cards around 1830.



this diamond

identifies GILBEY'S as the world-famous gin — the gin that's dry... clear... the right proof (90 proof)... and the gin with the right taste— never harsh, ALWAYS smooth. ALWAYS look for the Gilbey's famous frosted bottle.

The world agrees on

"GILBEY'S please"



GILBEY'S DISTILLED LONDON DRY GIN. 90 PROOF. 100% GRAIN NEUTRAL SPIRITS. W. & A. GILBEY, LTD., CINCINNATI, OHIO
THE INTERNATIONAL GIN—distilled and bottled in the United States, England, Canada, Australia, South Africa, France, Italy, Argentina, Brazil, Chile, Mexico.



BEGINNING "FISH FLOP," CONNIE SEWARD, 7, AND BARBARA PENNEY, 8, FALL FORWARD INTO SOMERSAULT WHICH ENDS WITH GIRLS IN STANDING POSITION

TINY TUMBLERS

Oklahoma City children add their own zest to some grownup stunts

Five days a week the squeals of remarkably youthful acrobats bounce off the gymnasium walls in the Shields Heights Grade School of Oklahoma City as the acrobats themselves bounce around the gymnasium floor. For a half hour every day four dozen children aged 6 to 12 take part in bouts of fancy tumbling and complicated rope

jumping which would challenge grownup athletes.

Introduced three years ago to provide an outlet for the school's most exuberant students, the voluntary program has done more than exercise its participants. The youngsters have become so skillful they now are in great demand to perform their zestful stunts around the city (p. 122).



QUEEN CASUALS

High-fashion playmates with a flair for fun... featuring the finest washable fabrics in sparkling colors. Styles shown available in most sizes, about these prices: A—Gabardine Halter (boned and lined), \$2. B—Gabardine Short, \$3. C—Orlon-Cotton T-Shirt, \$2. D—Gabardine Short, \$3.

Queen Casuals

At fine stores everywhere or write Queen Casuals, 1410 Broadway, N.Y.C.

AS TRADITIONAL AS THE WEDDING MARCH

Lohengrin

*America's Most Famous Name In Diamond Rings

Since 1871

A-1 SAUCE

Grand on BAKED BEANS!

Ask for A-1 when dining out, too!

Free catalog describing LIFE's 35 mm filmstrips in color and black-and-white. These educational filmstrips are based on LIFE's pictorial essays in the fields of history, art, science and social studies. Write LIFE Filmstrips, 9 Rockefeller Plaza, N.Y. 20, N.Y.

HIS "ROYAL HIGHNESS" BALLS UP THE BALL GAME!

SST-RR-IKE ONE! (ROBBER!!)

ONLY A HOMER CAN SAVE THE GAME NOW!

SST-RR-IKE TUH! (I FEEL WEAK)

ROYAL PUDDING, SIRE

(WE WIN!)

ROYAL PUDDING and PIE FILLING
Supplies Food Energy
HELPS KIDS GROW HUSKIER

For scrumptious desserts every time... ALWAYS REACH FOR ROYAL

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CHEERED ON BY BOYS ON THE MAT, GIRLS HANG BY KNEES FROM A BAR.



IN THE AIR youngsters practice variety of stunts. Danny West (left) jumps three ropes simultaneously, two of them twirled by other children. Frances



WHEN STUNT ENDS, GIRLS DO SOMERSAULTS IN AIR AND LAND ON FEET



Becker (center) does "front-over," a forward somersault without hands. Joy Reid (right) begins a flip over the upstretched arms of a reclining accomplice.



CONTINUED ON NEXT PAGE



ARE YOU REALLY LOVELY TO LOVE?

...is there an air of freshness
about you...always?

You're poised...confident...
certain of your freshness when you
use Fresh Cream Deodorant.

Fresh keeps you free from underarm
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For Fresh contains the most effective
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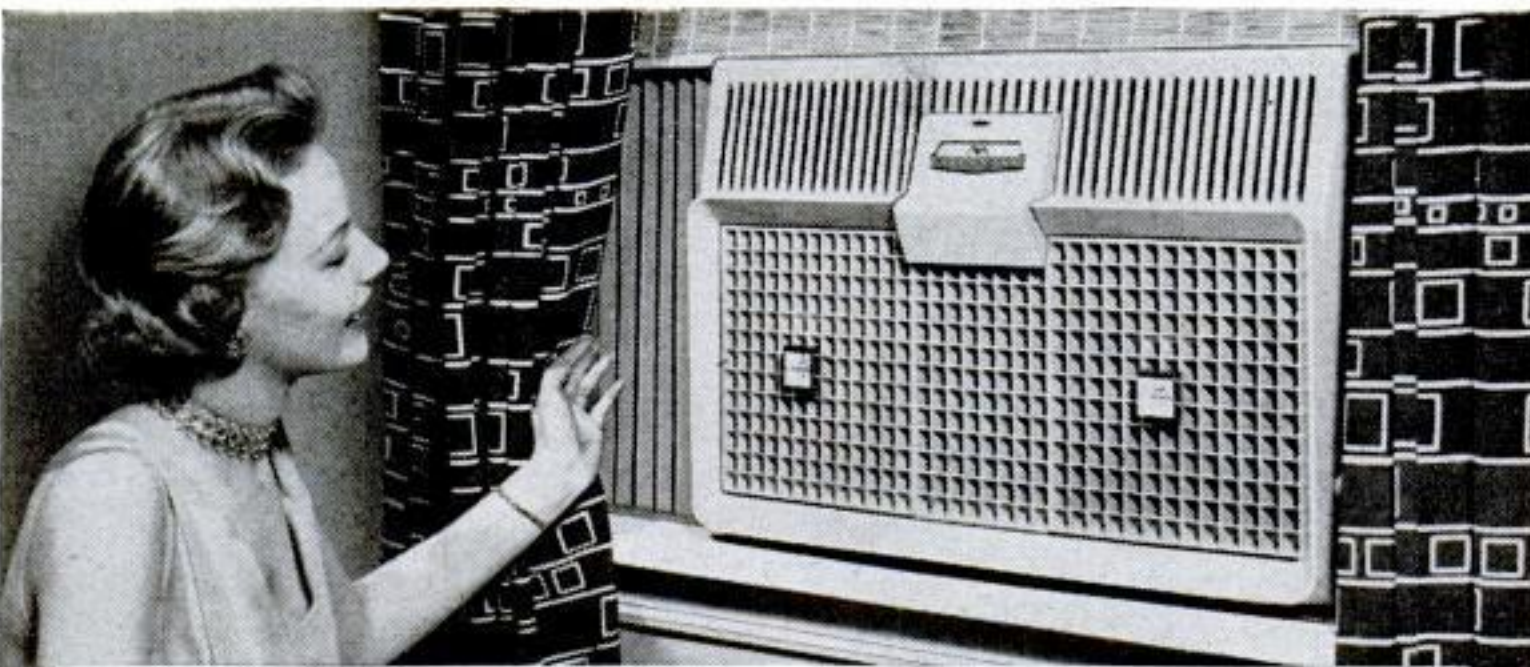
When you open the Fresh jar you
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its whiteness, its creamy smoothness.
Not a trace of stickiness...not a trace
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is gentle to your skin, too.

For an air of freshness, use Fresh
Cream Deodorant every day—be sure
you are lovely to love, always.



a *Fresh* girl is
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Fresh is a registered trademark of Pharma-Craft Corporation. Also manufactured and distributed in Canada



354,708 COOLING UNITS PER HOUR* WITH A MITCHELL room air conditioner

*Plus 2½ pints dehumidification per hour, ¾ H P Model

...an all new high in cooling power!

All air conditioners draw in warm air and discharge cool air, but this alone is not enough. The important question is how much air and how cool.

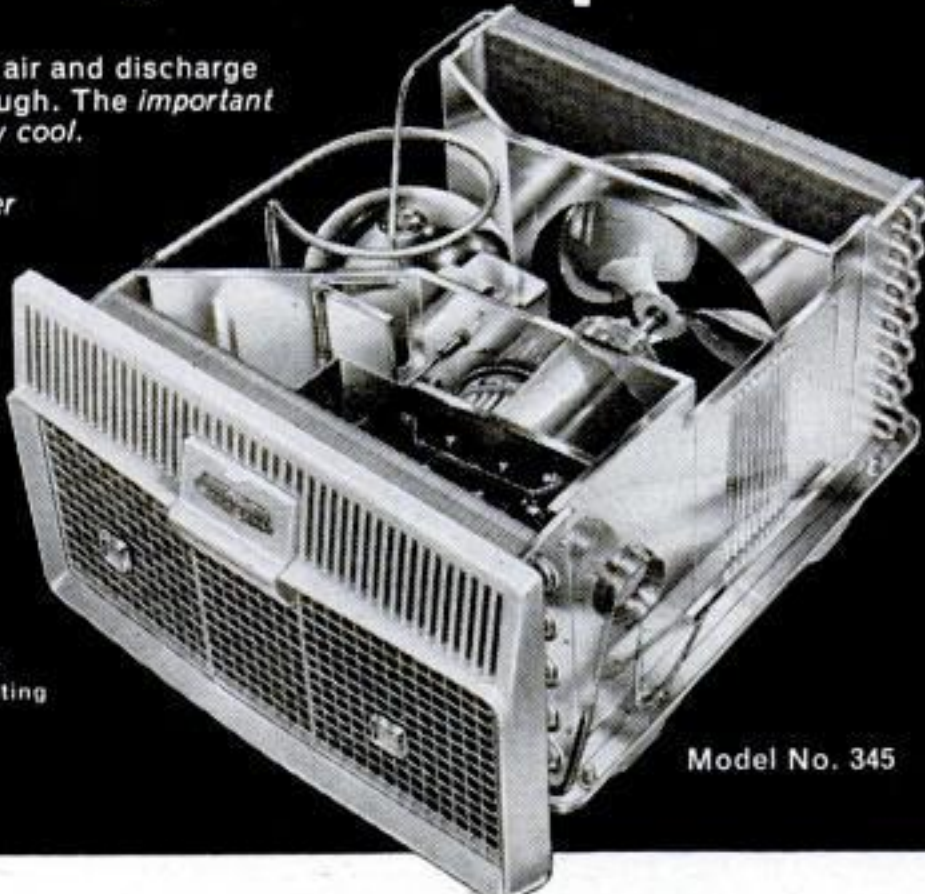
The new MITCHELL draws in more air, and discharges this larger volume at a lower temperature.

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MITCHELL FIRST WITH EXTRA COOLING YOU CAN MEASURE...

EXPANDO-MOUNT INSTALLATION



Adjustable sides slide out to fill window giving a handsome, quick, air-tight, secure installation. A MITCHELL exclusive patented feature.

TRUE FLUSH MOUNT

MITCHELL fits flat with the wall. Permits drapes to be drawn without a bulge. Blends harmoniously with any room decor.



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TINY TUMBLERS CONTINUED



REHEARSING WITH COACH, Leon Nance, children get instruction on how to start an "arab flip." Nance, who conceived program, is school principal.



PUTTING ON SHOW, a team of Shields Heights boys perform handsprings for admiring audience of high school students in Oklahoma City gymnasium.

NEW! CAN'T FAIL!

FLUFFY FROSTING SENSATION

MAKES LUSCIOUS FLUFFY FROSTING WITHOUT COOKING!

At last, you can whip up fluffy frosting *without a doubt of success!*

You just *can't fail* with this new Minute-man Instant Frosting Mix!

No guessing—no cooking! Simply add mix to cold water and beat. Get

more than enough fluffy, glossy frosting for two 9-inch layers.

Smooth, easy to spread—it tastes like the best homemade. *Stays* fluffy and glossy—won't get "sugary" or soak into the layers.



"Delicious fluffy frosting you can *always* count on!" says FRANCES BARTON, Consumer Service Department, General Foods Corporation.



No cooking! Nothing to boil. Just add to cold water and beat.

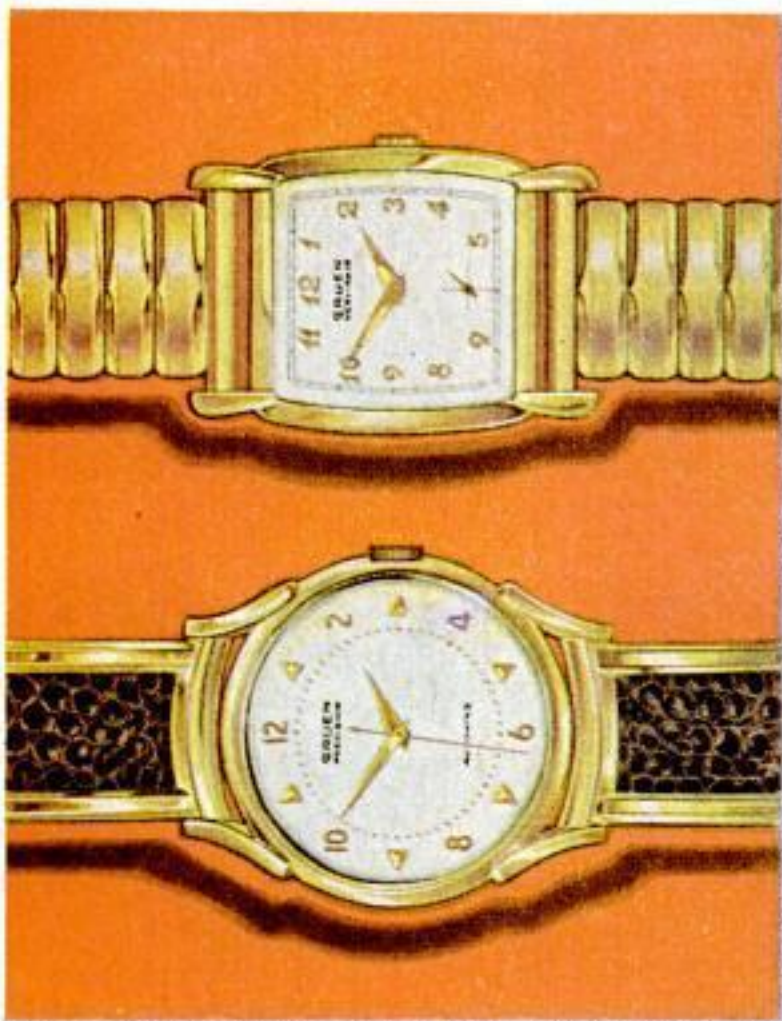
Foolproof! It turns out perfect every time—and stays perfect.

Better than homemade! Always smooth, fluffy. Doesn't get "sugary." Won't soak into cake.



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Today try this newest time-saver from the makers of Minute Rice, Jell-O Instant Pudding, Instant Maxwell House Coffee



GRUEN GALLANT. For a wonderful Dad! A true masterpiece. With beautiful matching expansion band. 17 jewels. \$33.75

AUTOWIND LEXINGTON. Handsome tribute to father on his big day. Self-winding. Gold filled. 17 jewels. \$72.50



Gruen Gallery of Gift

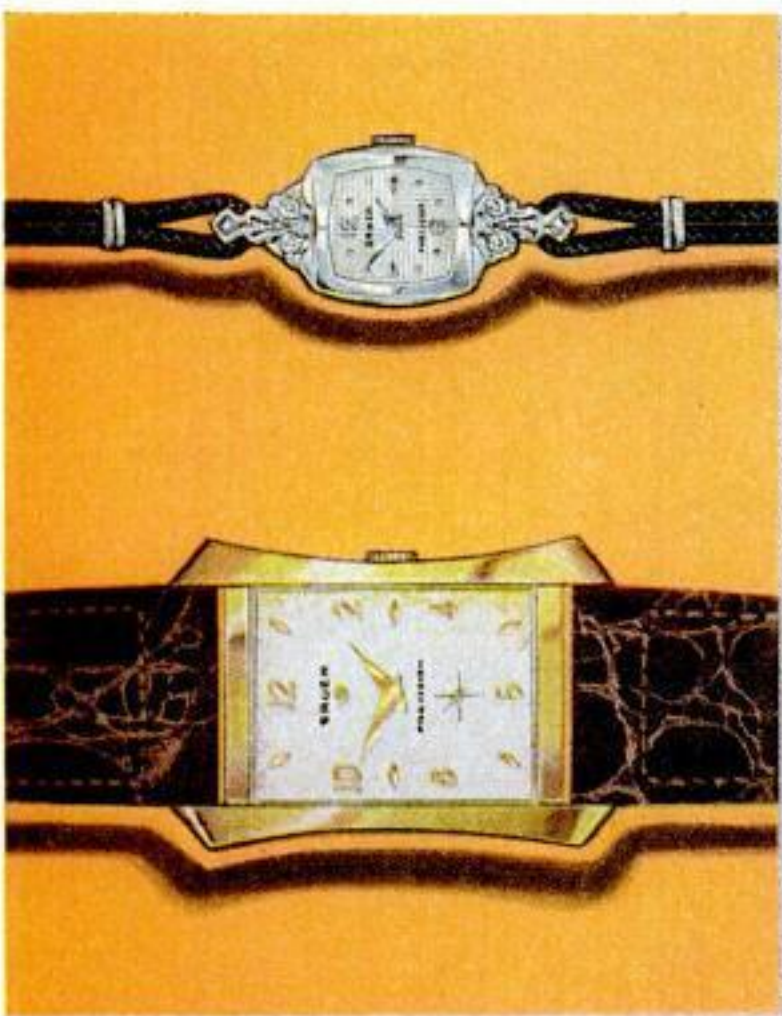
every one a masterpiece!

Presented for June's great occasions . . . for the bride and groom . . . the graduate . . . the special anniversary . . . and that very special dad . . . a Gruen Watch is a deeply *significant* gift of enduring beauty and accuracy.

Choose the style that's a "portrait" of your favorite person from the magnificent gallery your Gruen jeweler is proud to show you. And when you make your selection, ask him about a free floral gift to accompany it. Beautiful Gruen watches start at \$29.75—each one distinguished by smart, advanced styling and utter integrity (so accurate, Gruen times all Trans World Airlines reliable flights).

Prices Include Federal Tax.

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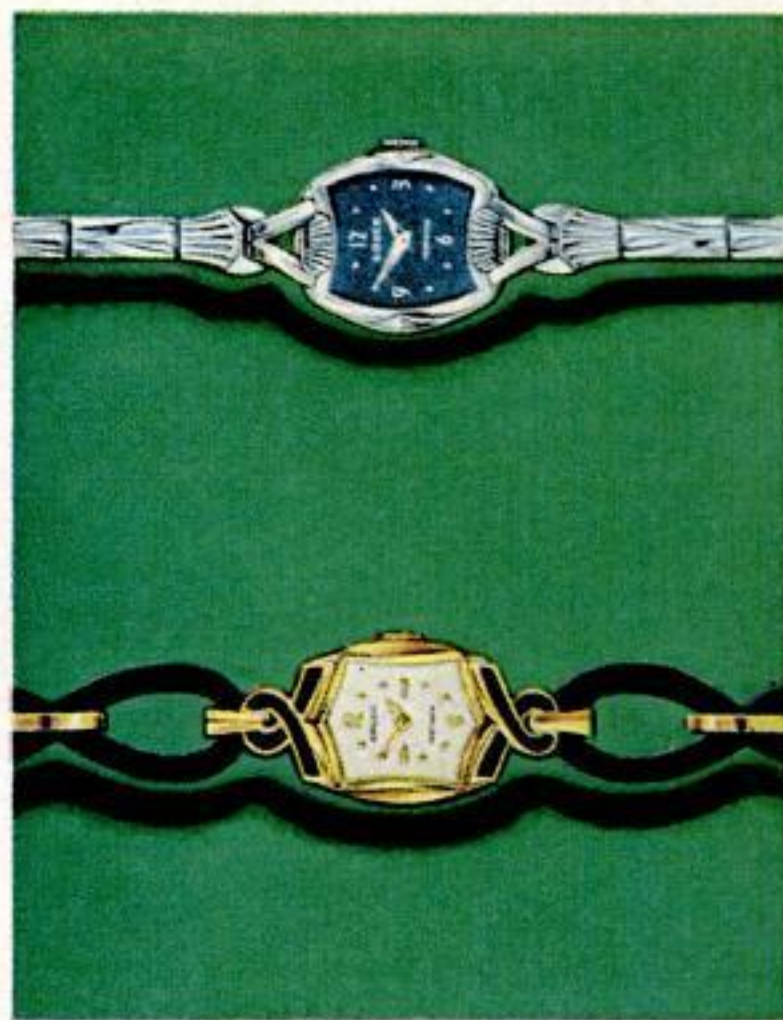


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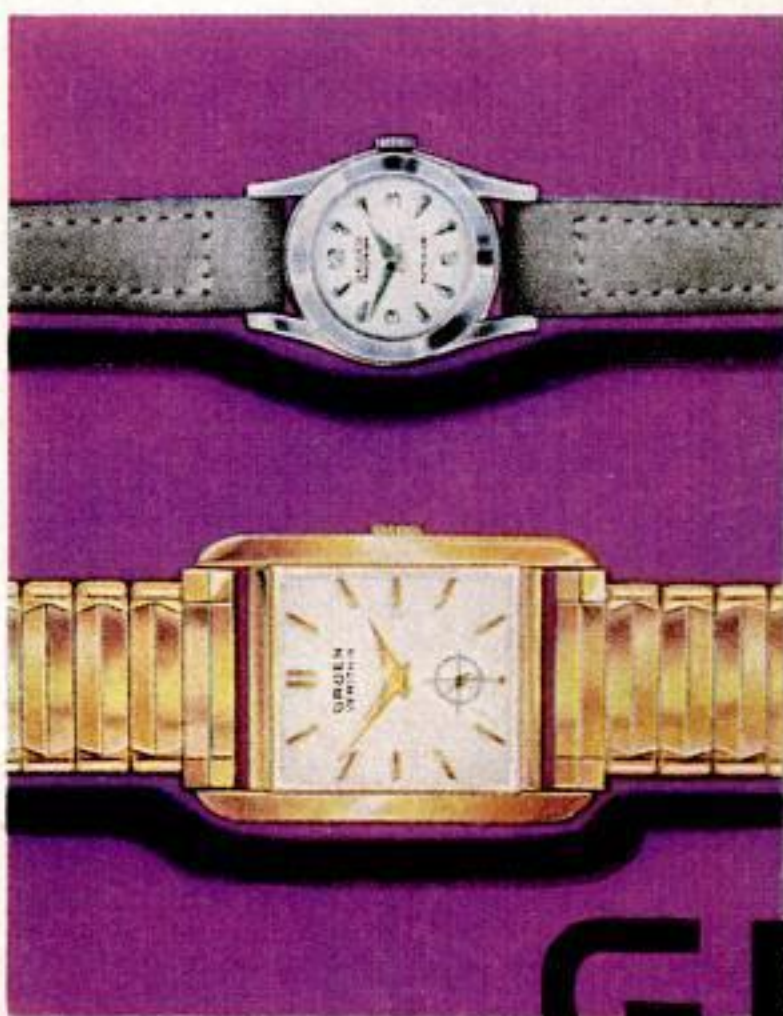


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**Lustre-Creme
 Shampoo...**



Cream or Lotion

Yes, Cyd Charisse uses Lustre-Creme Shampoo. It's the favorite beauty shampoo of 4 out of 5 top Hollywood movie stars!

It never dries your hair! Lustre-Creme Shampoo is blessed with lanolin . . . foams into instant, rich lather, even in hardest water . . . leaves hair wonderfully easy to manage.

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**Never Dries—
 it Beautifies!**

Cyd Charisse
 co-starring in

IT'S ALWAYS FAIR WEATHER

An M-G-M Production.

In CinemaScope and Color.





PRETENDING NOT TO SEE BARON, A BOXER, MILLIGAN EXAMINES HIS MAIL



LOOKING WARILY AT MITZIE, PART COCKER, MILLIGAN CONTINUES ON HIS WAY



INQUISITIVE BULLDOG, Prince, sniffs at mail pouch on Milligan's first day back on job. A friendly

animal, Prince likes to tag along with the postman and chase away other dogs that come too close.

A DOG-RIDDEN MAIL CARRIER

Robert Milligan, who lost his mailman's job in Bartlesville, Okla. a year ago on complaints that he had kicked two dogs, was recently reinstated when a civil service board upheld his plea of self-defense. Back on his old beat, Milligan has reopened negotiations with the canine community and so far has had a peaceful time. One of the dogs he kicked has moved away and the other is being kept out of sight. For the nation's postmen, who suffer more injuries from dog bites than from any other cause, Milligan's case was a landmark, a historic affirmation of their right to take defensive action.



CONTENTED DOGS, Milligan's mongrel Rudette and a neighbor's cocker, are petted at end of day.



The Bard-Matic Garbage Eliminator

A GARBAGE

No Rodents • No Dogs •

Insects Sealed Out • No Tipped Over



Here's how easy it is to start the Bard-Matic working for you. After it is installed, bring out your first load of garbage in the attractive container furnished with every unit.

Open the lid and dump in your garbage. With your handy Bard-Matic container you can accumulate a full day's garbage and make just one trip to your Bard-Matic.



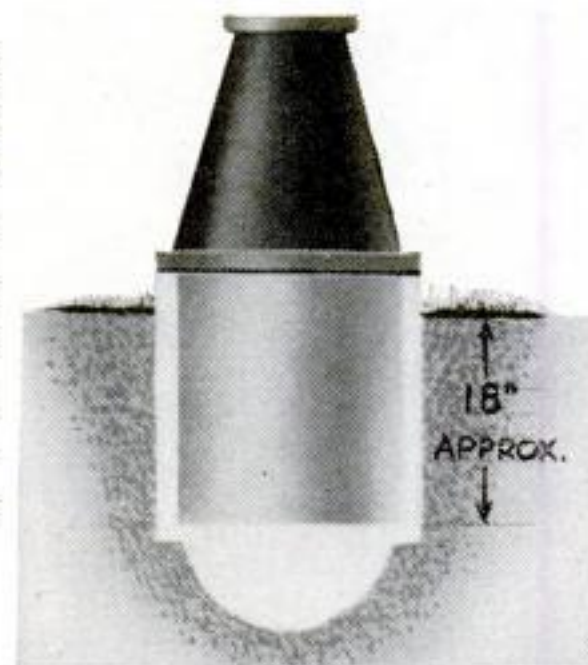
After your first load of garbage is in the Bard-Matic, pour in the Bard-Matic starter that comes with every unit.



In homes, on farms, at summer cottages in fact everywhere you can enjoy the benefits of the modern way to be rid of garbage. Dogs will never tip over your Bard-Matic. You can lock it shut! Insects are kept out by the airtight seal on the heavy duty lid. The attractively designed Bard-Matic does not detract from the beauty of your yard. Made of heavy-gauge steel, the Bard-Matic will last for years. No plumbing, no electricity, no fancy service charges. Install it yourself and your garbage problems are solved.

**No Plumbing..No Gas or Electric Connections Required
INSTALL IT YOURSELF IN A FEW MINUTES**

No need for expensive installation costs on your Bard-Matic. It can be installed in just a few minutes . . . the time it takes to dig a hole 18 inches deep. Then a screwdriver, to tighten one lock nut, is the only other tool you need to start the Bard-Matic working for you. The heavy-duty steel construction assures you of years of service from your Bard-Matic.



Not one cent need be spent for gas or electricity to make the Bard-Matic a place to deposit every bit of your garbage. No plumbing connections are necessary. Install it yourself in just a few minutes. From then on your Bard-Matic Garbage Eliminator quietly and efficiently reduces garbage.

**No More Garbage Collection Bills!
BARD-MATIC SAVES YOU MONEY EVERY DAY!**

When you buy your Bard-Matic, you have spent your last penny for garbage collection. Not one cent need be spent for gas or electricity to make your Bard-Matic Eliminator work. The Bard-Matic costs you less than the usual installation charges on other disposal systems.

39.95
Slightly Higher
In Canada

A GARBAGE CAN YOU DON'T HAVE TO EMPTY!



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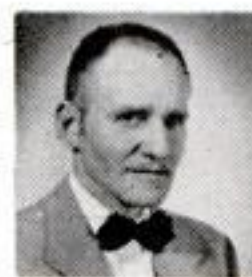
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Odors Sealed In

Garbage Cans

**All Garbage . . . Egg Shells
Coffee Grounds . . . Bones
Meat Scraps . . . Everything
Goes Into The BARD-MATIC**

You have never seen anything like it before!
All your garbage goes in the Bard-Matic.
Silently, safely, with no bubbling, steaming or
grinding, the Bard-Matic ends your garbage
disposal problems for you.

**Here's How Your Low-Cost
BARD-MATIC
Eliminates Your Garbage**

After you place the first load of garbage in
the Bard-Matic, add the Bard-Matic starter
that comes with every unit. From then on, the
Bard-Matic takes care of your garbage by it-
self. The special starter is harmless.

**Garden and Flower Growers
BARD-MATIC Produces Compost**

The dissolving action of the Bard-Matic elimi-
nates 85 to 90% of the average family's gar-
bage. The remainder is the finest kind of
compost for your garden. With the Bard-Matic
you rid yourself of garbage and produce gar-
den compost at the same time.



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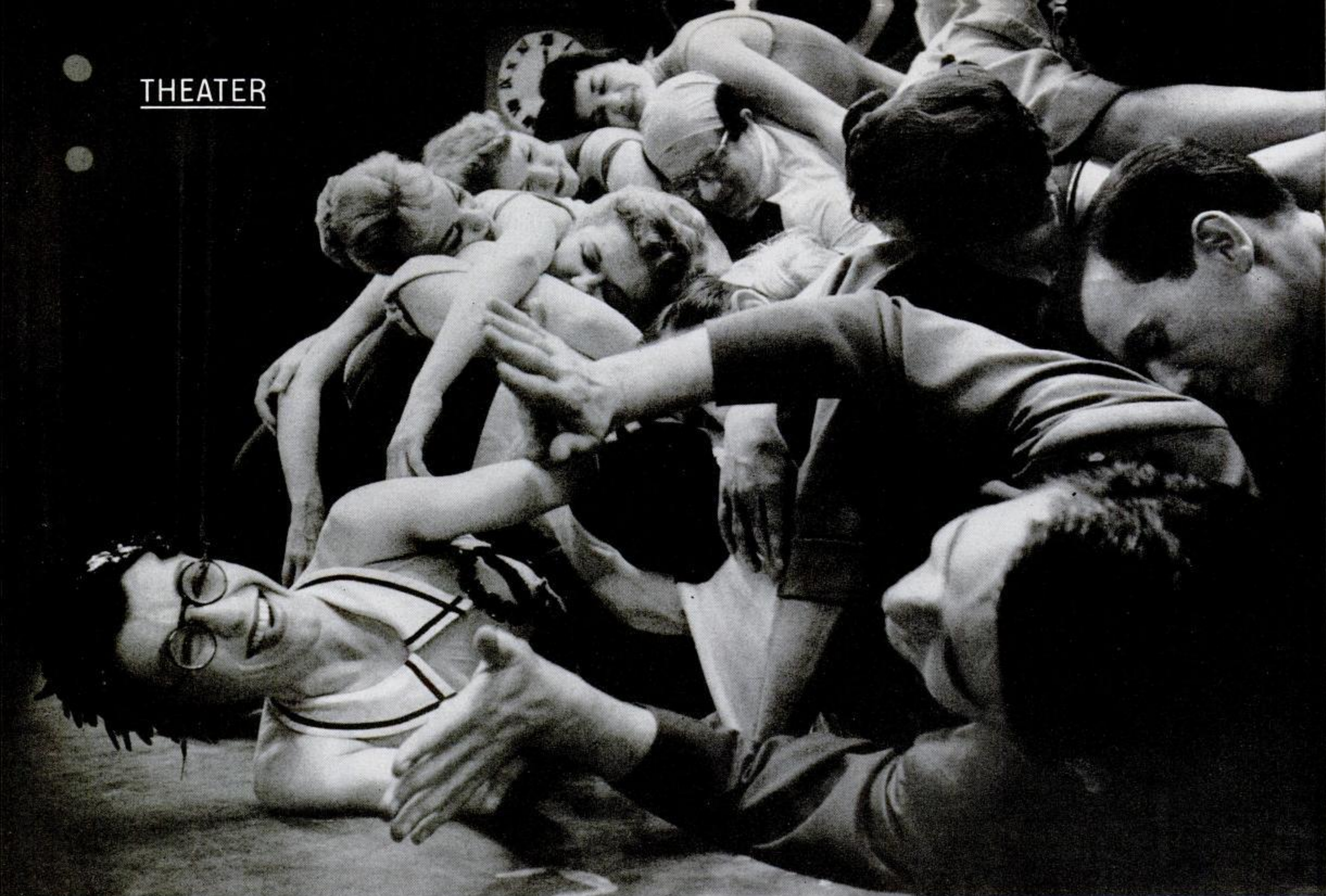
GENTLEMEN: Enclosed please find my check or money order
for \$39.95. Ship me freight prepaid one Bard-Matic Garbage
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☐ I am interested in learning more about the Bard-Matic. Send me
free information.



SPOOFING THE BOOM IN ARTY BALLETS, NANCY WALKER (LEFT), AS "A MAIDEN SEEKING INNER MEANING," IS ENGULFED BY "DISREPUTABLE ELEMENTS"

ECONOMICS AND COMICS

A funny cast turns treatise on U.S. prosperity into lively song and dance show

"Last year the public paid \$47 million to attend professional baseball games. But in the same year they shelled out \$89 million to attend theater and ballet."

Surprising statistics like this are sprinkled through a new musical revue called *Phoenix '55*, put on by New York's Phoenix Theater to top off its second off-Broadway season. The whole revue is based on a recent economic treatise, *The Changing American Market*, compiled by the editors of FORTUNE. Though it seems unlikely that such a serious

subject could inspire a humorous song and dance show, the fact is it has—and very successfully. *Phoenix '55* examines the shifting American economy from the current do-it-yourself craze (a man removed his own appendix on the kitchen table) to the soaring birth rate among the moneyed middle class (below). Among the show's many funmakers the best is Nancy Walker, who is consistently hilarious as the American female of 1955, bothered and bewildered but nevertheless unbowed.

PRODUCTIVE PARENTS HARVEY LEMBECK, NANCY WALKER ENJOY BEER AS THEY BRAVELY ACCEPT RESPONSIBILITY FOR RAISING AMERICA'S BIRTH RATE





MORE GOLD SEAL NEWS!

4 guaranteed* floors that make life easier



Floor: VinylFlor with "Bermuda Hues" VinylTile insets. Counter, table: VinylTop. Wall: Congowall.

GOLD SEAL VINYL INLAIDS cut cleaning to a minimum. Grease, acids, alkalis can't harm their smooth, non-porous surfaces; that's why they make bright, light colors so practical on floors, counters, tables. Flexible and inlaid, these true vinyls (in 28 patterns) will wear for years! Counter-tops can match either VinylTile or the marbled VinylFlor sheet goods. Only about **30¢** sq. ft.



Floor: "Square Dance"† Inlaid Linoleum. Table, shelves: VinylTop. Wall: VinylTile.

GOLD SEAL INLAID LINOLEUM gives you the best pattern choice. Linoleum is being used more and more as a modern basic floor that looks better, cleans better, reduces foot fatigue. Gold Seal is made by a unique process to give it great durability and resilience . . . is the *only* linoleum with a built-in SuperFlex† backing to save installation costs. 81 patterns, 6' wide. Only about **34¢** sq. ft. †Trade-Mark



Floor: Congoleum rug (#424.) Wall: "Brick" Congowall. Desk top: VinylTop. Bulletin Board: Cork.

GOLD SEAL CONGOLEUM® the *best-known* enamel-surface floor covering, offers you the thriftiest way of adding color, sparkle and ease of maintenance to any room. It lies flat without fastening; you can move it anywhere. Tests show it outwears other enamel-surface floor coverings by $\frac{1}{2}$! Rugs or by-the-yard. 71 patterns with bright, fade-resistant colors. About **12¢** sq. ft.

GOLD SEAL CONGOWALL® enamel-surface wall covering goes up a *wall at a time*, not a tile at a time! Never needs refinishing. Cleans like tile! Only about **15¢** sq.ft.



Floor: "Veltone"® Linoleum with Feature Strip. Walls: "Brick" Congowall. Counters, shelves: VinylTop.

GOLD SEAL INLAID LINOLEUM (commercial weight)—the burlap-backed, $\frac{1}{8}$ " gauge linoleum with a proven record of past performance . . . 30-year installations are still giving top service! This material is fresh, colorful, modern-looking, remarkably easy to keep clean. For beauty, for comfort, for service, progressive businessmen pick Gold Seal Linoleum! 35 patterns. Only about **44¢** sq. ft.

YOUR GOLD SEAL DEALER has miles of yard goods and other Gold Seal products for your home or business. He's listed under "Linoleum" in your classified telephone book.

For home or business . . .

you get the finest choice of all in . . .

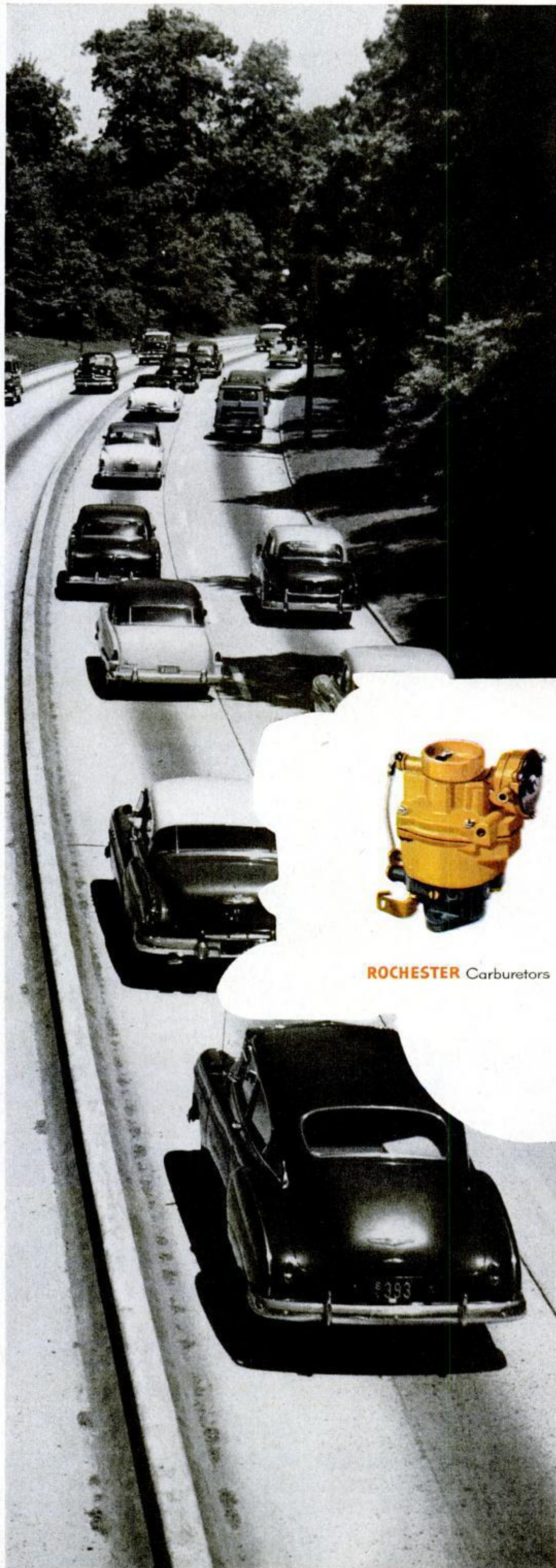
INLAID LINOLEUM • RANCHTILE® LINOLEUM • LINOLEUM, VINYL, VINYLBEST, RUBBER, CORK AND ASPHALT TILES • CONGOLEUM® AND CONGOWALL® ENAMEL-SURFACE FLOOR AND WALL COVERINGS VINYLFLOR • VINYLTOP

Congoleum-Nairn Inc., Kearny, N. J. Copr. 1955



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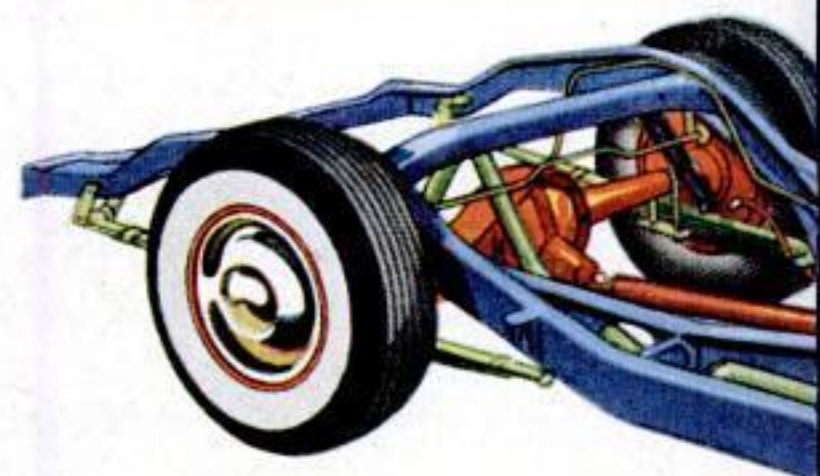
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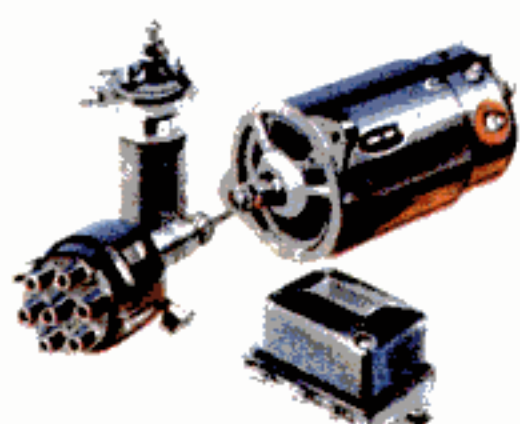
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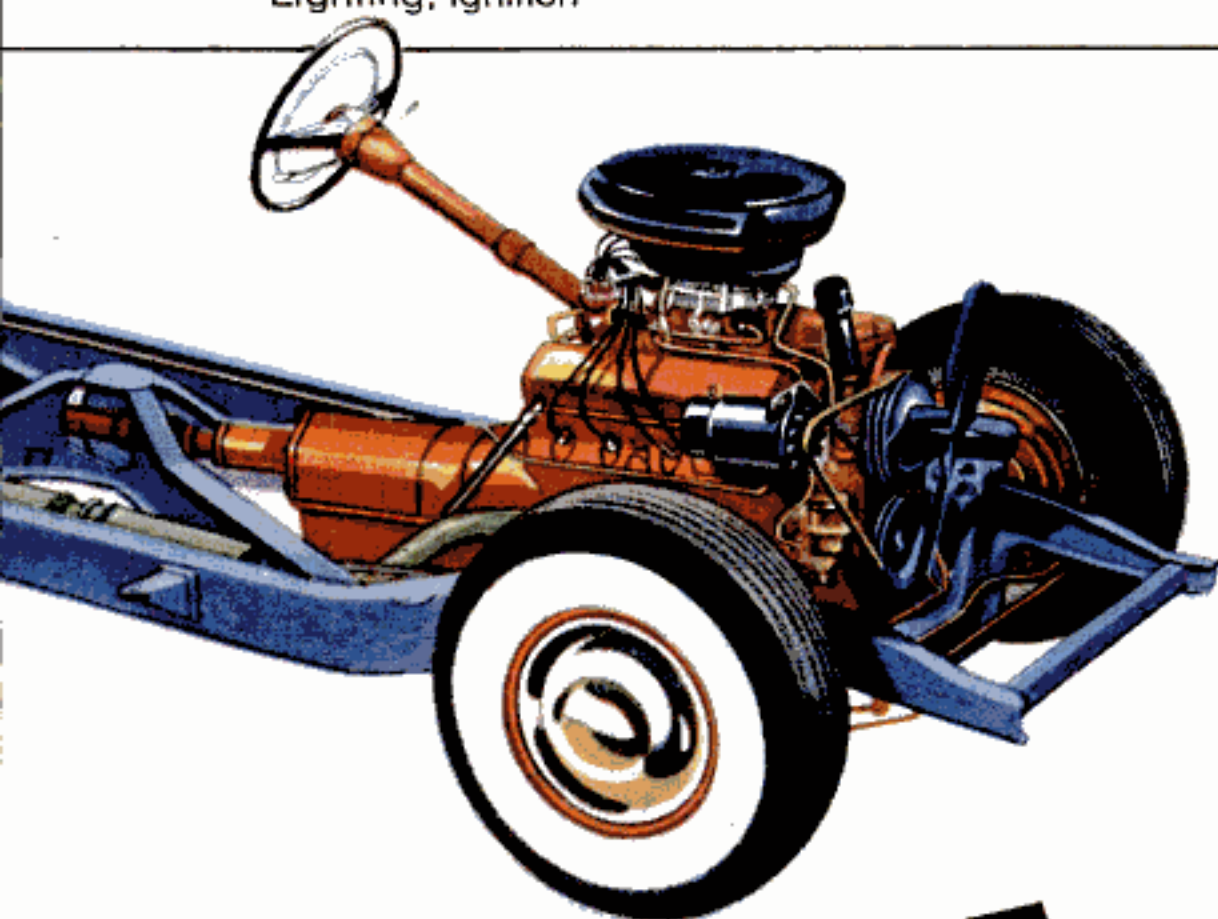
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So when it's time to replace, see the serviceman, who handles the parts, made by the company that built 50,000,000 cars!

★ Listen to Lowell Thomas on CBS Radio Network—
see your newspaper for time and station.

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AMERICA'S CARS USE THESE GENERAL MOTORS PRODUCTS

AVAILABLE THROUGH UNITED MOTORS DISTRIBUTORS TO DEALERS AND SERVICE STATIONS EVERYWHERE





When spring fever makes you want to burst out of the kitchen...

Go ahead! Let Chef Boy-Ar-Dee fix the family dinner while *you* relax. His Spaghetti and Meat Balls is really a marvel—a dish to rouse even the laziest appetite to action.

Many folks say it's eating proof that *nobody* can make spaghetti like an Italian—particularly an Italian chef.

Taste the sauce, for example... an almost magical blending of tomato and spices, not flat, not fiery—but delightfully, excitingly zingy. And the strands of spaghetti—

cooked tender, but always firm instead of flabby. And the finishing touch that makes such a difference—juicy, pure-beef meat balls, delicately, *perfectly* browned.

It's yours—for the heating! And only about 14¢ a serving, meat balls and all. Get the 2-serving or 5-serving can.

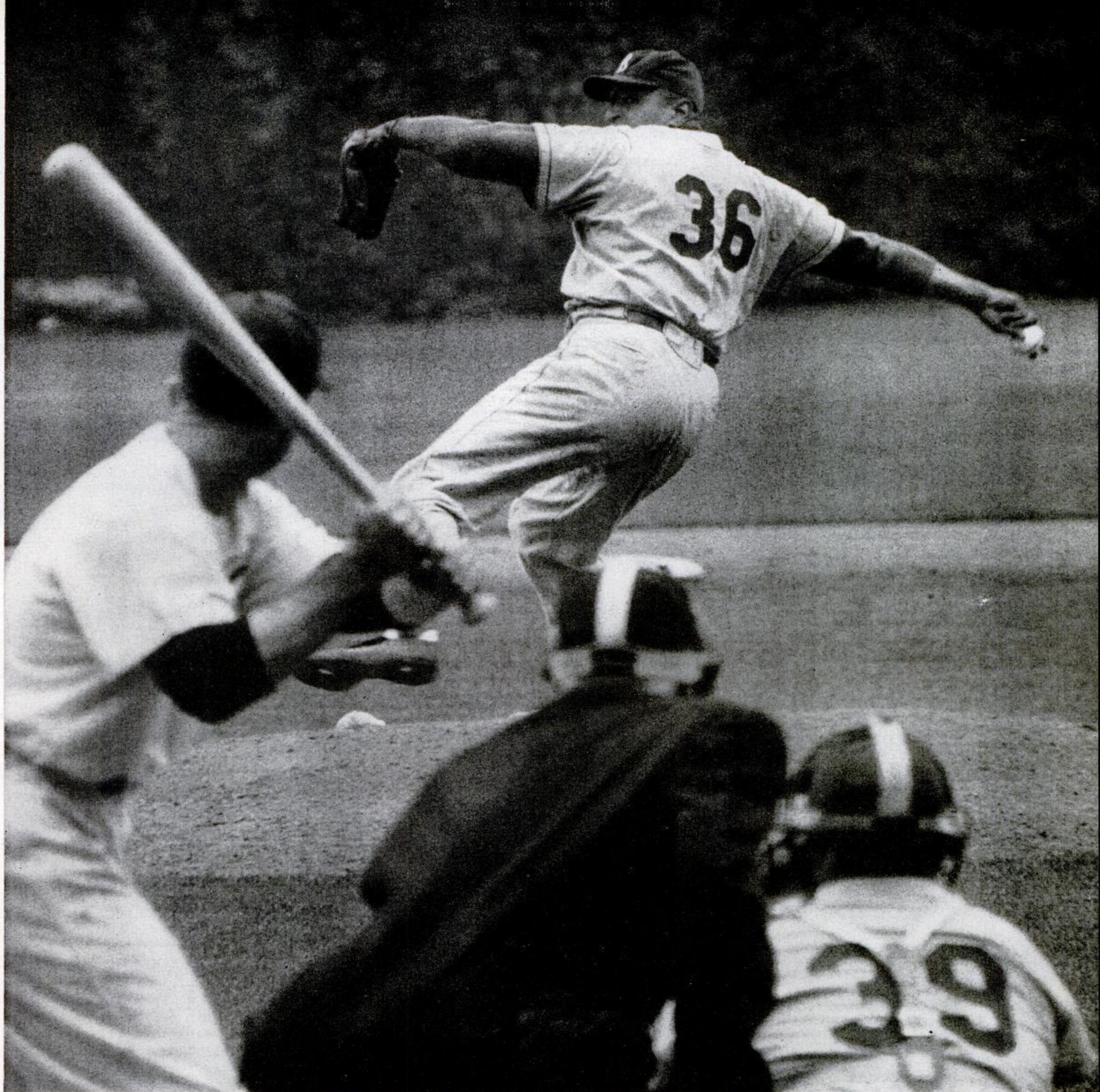
Chef's special way with sauces makes all the other Chef products specially good, too. You can even get the sauces separately. Try them. Let Chef do your Italian cooking!

Quick

hearty, tasty

CHEF BOY-AR-DEE
Spaghetti and Meat Balls





DON NEWCOMBE PRESENTED FORMIDABLE SIGHT AS HE KEEPS BROOKLYN WINNING STREAK GOING AGAINST CHICAGO. GENE BAKER, AT BAT, GOT ONLY HIT NEWCOMBE ALLOWED

The Overpowering Dodgers

A RECORD GETAWAY MAKES BROOKLYN A TERROR TO REST OF LEAGUE

The Brooklyn Dodgers had become a terrifying thing for other National League teams to confront. On the mound their pitchers assumed unnatural proportions, looking huge and destructive, while the balls they threw seemed smaller and infinitely harder to hit. When a batter connected solidly, some kind of radar seemed to bring the Dodgers' infielders in front of the ball, or some kind of levitation seemed to lift the outfielders up to snag drives that should have gone for extra bases.

When they were up at bat the Dodgers did not seem to need hits to score runs. They moved men around the bases by means of a walk, a bunt

and a sacrifice fly. Or, to change things, they clouted one ball out of the park to win a game the opposition was sure it had sewed up.

All this has resulted in one of the most spectacular getaways in baseball history. The overpowering Dodgers won 10 before losing a game, then plunged almost immediately into another winning streak of 11 games. Fans, alarmed lest Brooklyn break up the pennant race before it really began, breathed easier last week when the team headed West and lost two games in a row. But the whole league was still uneasy about this modern baseball monster whose components are shown on the following pages.



SIGNALLING A PLAY from coaching box, Alston flashes signs with his hands as he yells to runner.

Cool Manager in Full Charge

The manager of the Dodgers, a 43-year-old Ohioan, came up from the minors last year to run a team that had won the previous pennant. Walter Alston proved a quiet, unassuming man throughout the season which found the disappointing Dodgers in second place and their manager a man nobody thought very much of.

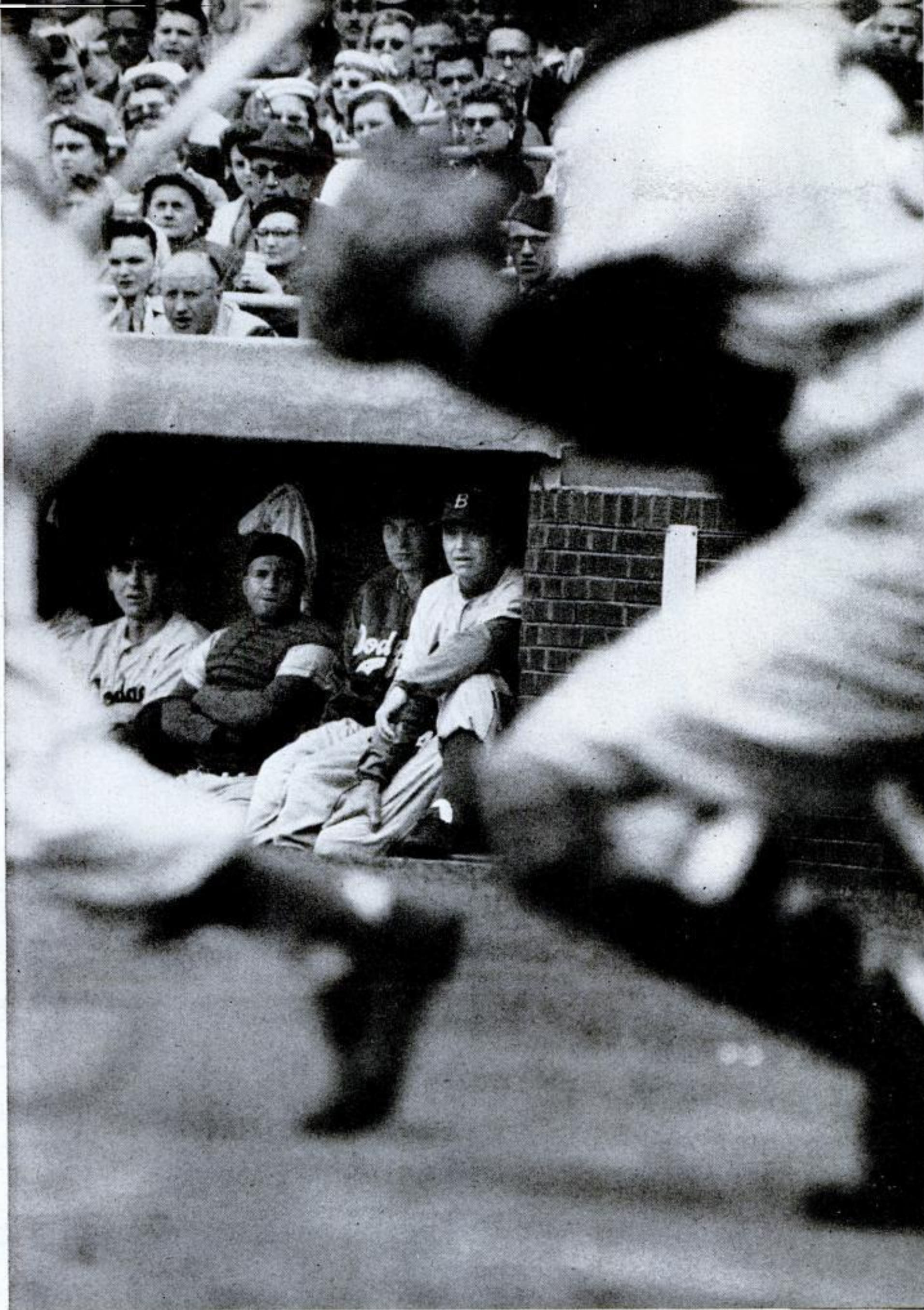
This spring, with the team riding high, as he found himself idolized by fans (*bottom, opposite page*) Alston was still quiet and given to talking himself down. "I didn't do very much," he says, speaking of the team's performance. "I didn't pitch a ball and I didn't get any of those base hits."

He knew this kind of modest malarkey was beside the point. His moves were shrewd and calculated. He exploited a short training period to whip Brooklyn into top physical shape.

When the season started, instead of waiting for his power hitters Alston had his Dodgers running. They were stealing bases and were carrying brashness further by going from first to third on infield outs. This chance-taking paid off against St. Louis when Brooklyn's winning run came without the help of any hits. Normally conservative, Alston was now using pinch-hitters for pinch-hitters and calling for pitchouts to catch enemy runners at second.

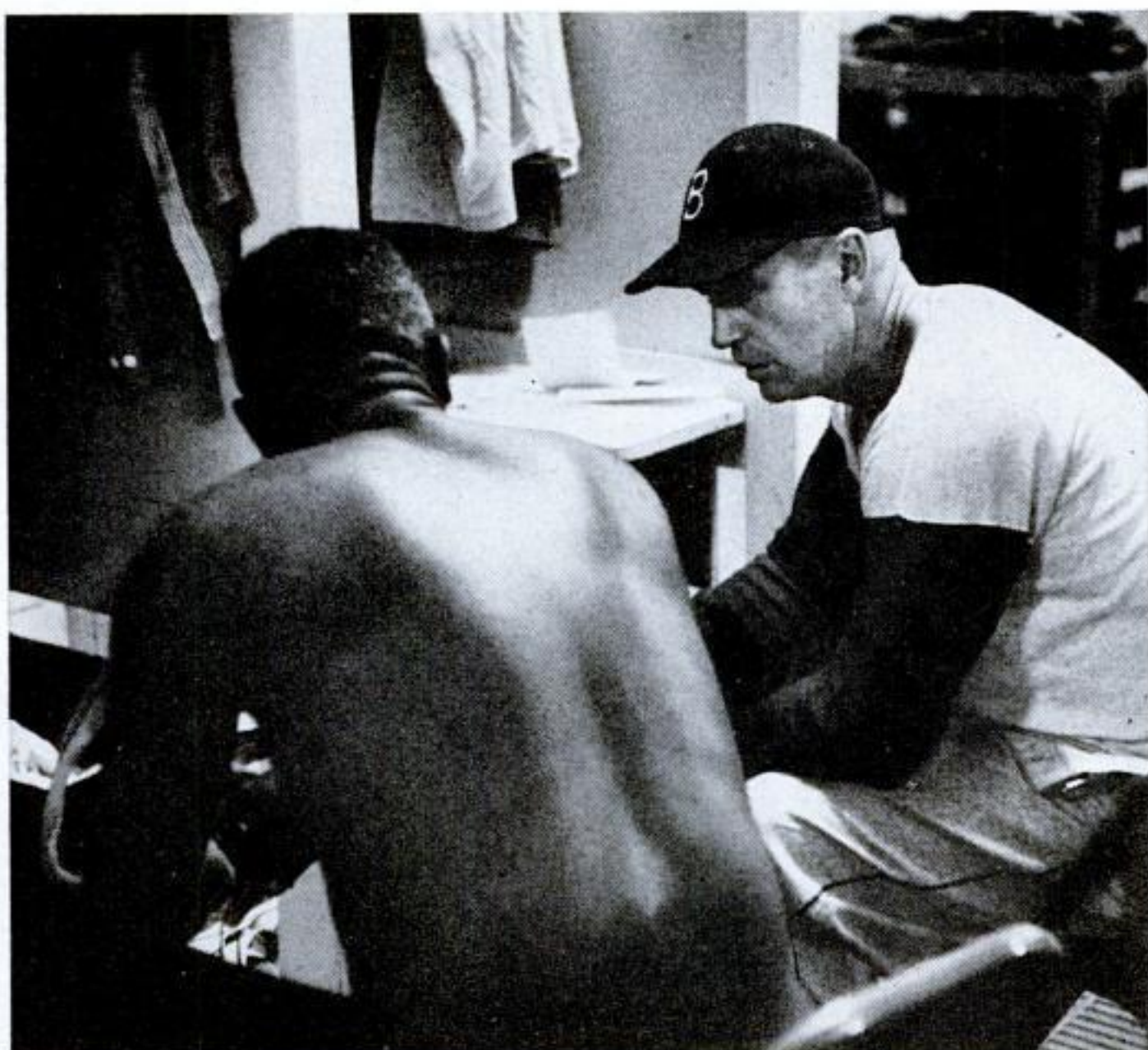
As for dissension which broke out in the club this spring, Duke Snider is calm about it all: "That's great. It means everybody wants to play." Alston too finds a bright side in some of his troubles with his players, notably in a disagreement with Campanella. "Sometimes he gets to swinging too hard," says Alston. "I keep telling him it doesn't make any difference whether you hit the upper deck or lower deck. But Campy, he wants to hit it over the top."

STUDYING OPPOSITION during a pregame drill, Alston stands in concentration on the dugout steps.



CONGRATULATING HITTER, Alston pats Sandy Amoros on shoulder rounding third after home run.

WATCHING TEAM at bat, Alston occasionally stays in dugout instead of on the coaching lines.



DISCUSSING BATTING SLUMP with Jackie Robinson, Alston listens considerately as Jackie, worried over his .244 average, wonders if he should be benched.

ACCEPTING HOMAGE of the fans, who last year ignored him, Alston signs autographs in Chicago.





THIRD BASEMAN, JACKIE ROBINSON, DANCES ON BASES TO HARASS RIVAL PITCHER



SHORTSTOP, PEE WEE REESE, WHO HAS BEEN AROUND LONGER THAN ANY PLAYER

Eight Regulars: a Solid Lineup

The eight men in the Dodgers' regular lineup make up the identical team that played last year. Its average age is 29, old as teams go. It has power and balance and an almost vengeful desire to vindicate last year's record by crushing the opposition. The real old pros (*top row*), due to feel their age soon, were being cute as well as frisky. Pee Wee Reese, 35, deliberately dropped a line drive one day with the bases loaded to set up an ingenious double play against St. Louis. While on base in a game with Pittsburgh Jackie Robinson got himself hit by a grounder to thwart an easy double play.

In this lineup the rest of the players seemed almost like junior members. But Snider at 28 was roaming all over the outfield and Furillo at 33 had hit eight homers in the first 18 games.



RIGHTFIELDER, Carl Furillo, usually a slow beginner, struck his mid-season stride on opening day.



SECOND BASEMAN, Junior Gilliam, weak last year on double plays, has solved problem by hard work.



ON THE TEAM, ANTICIPATES BOUNCE AS HE MOVES IN ON BALL



CATCHER, ROY CAMPANELLA, WEAK AT BAT LAST YEAR DUE TO INJURED HAND, LEADS TEAM WITH .353 MARK



FIRST BASEMAN, Gil Hodges, though hitting below par, comes through in pinches to win games.



LEFTFIELDER, Sandy Amoros, one of team's best runners, is also one of its most promising hitters.



CENTERFIELDER, Duke Snider, who takes tremendous cut at the ball, has hit 10 home runs this year.



SCURRYING PITCHERS Ed Roebuck (No. 37) and Joe Black, dutifully obeying orders to keep running, race each other to shag long fly during drill in Chicago.

A New Pitching Coach Playing a Decisive Role

The pitching staff is the main reason for the Dodgers' improvement this year, and the main reason for the state of the pitchers is a leather-faced old catcher named Joe Becker. His job is to keep pitchers in shape. He began running Dodger pitchers last spring and has never stopped.

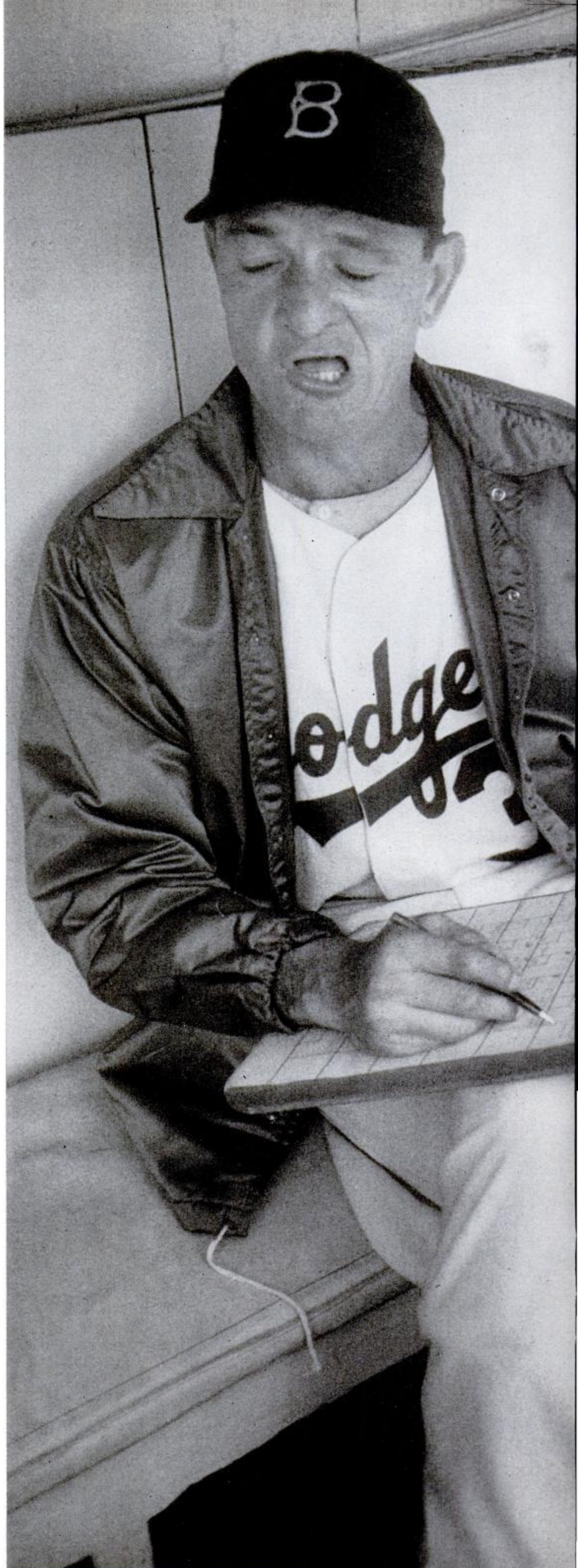
Before each game Becker makes the pitchers sprint in the outfield. He has the knack of hitting fungoes just beyond their reach, causing them to run harder. "You see, legs are very important," says Joe mildly. "Everyone thinks that if a pitcher has a good arm that's all he needs." The increased stamina of the staff is a natural result of Becker's work. "It's not that nobody ever thought of running pitchers before," says pitcher Carl Erskine. "It's just that Becker really made us stick to it."



HARD SPRINT brings Joe Black in after one of Becker's teasing fungoes.



PAINFUL JOG warms up Don Newcombe for serious sprinting later on.



PITCHER'S BOSS, holding chart which plots every pitch thrown in game, has an even temper but a pointed way of talking that keeps his charges hopping.



GRACEFUL GALLOP sends Carl Erskine after ball. Good condition kept Erskine going in two extra-inning games.



END OF RUN finds Johnny Podres slowing up under the ball. In 25 games fit Dodger starters have completed nine.



HEAVY TRAFFIC finds Black (No. 36) retrieving fly, Roebuck going after one, Podres (left) and Erskine waiting.

CATCHING HIS BREATH (below) after being put through hour's workout by Becker, Podres perches on the sidelines.



GIVING HIS ALL, Podres tumbles hard on the outfield turf, trying to get to one of Becker's neatly placed fungoes.



CONTINUED ON NEXT PAGE



UPTURNED BRIMS are sported by Campanella and Amoros on train. For awhile, Cuban Amoros, who speaks only a little English, used Campy as a translator.



CLUBHOUSE HAT sits atop John Griffin, property manager and fun-maker, after Dodger loss. Every time team loses he puts on a different hat for good luck.



DISPLACED PARTISANS, loyal Dodger rooters pop up in Milwaukee and parade through the packed grandstand. They showed more enthusiasm than fans in Brooklyn who, despite the Dodgers' brilliant start, have come out in only small numbers. The Dodgers have been drawing much better on the road than at home.

SAGGING VETERAN, Jackie Robinson rests in the locker room after game which ended second winning streak and prompted Alston to bench Jackie two days later. Near end of career, Robinson represents Dodger problem: five starters are in their 30s, and the question is how long they will be able to stand the pace.



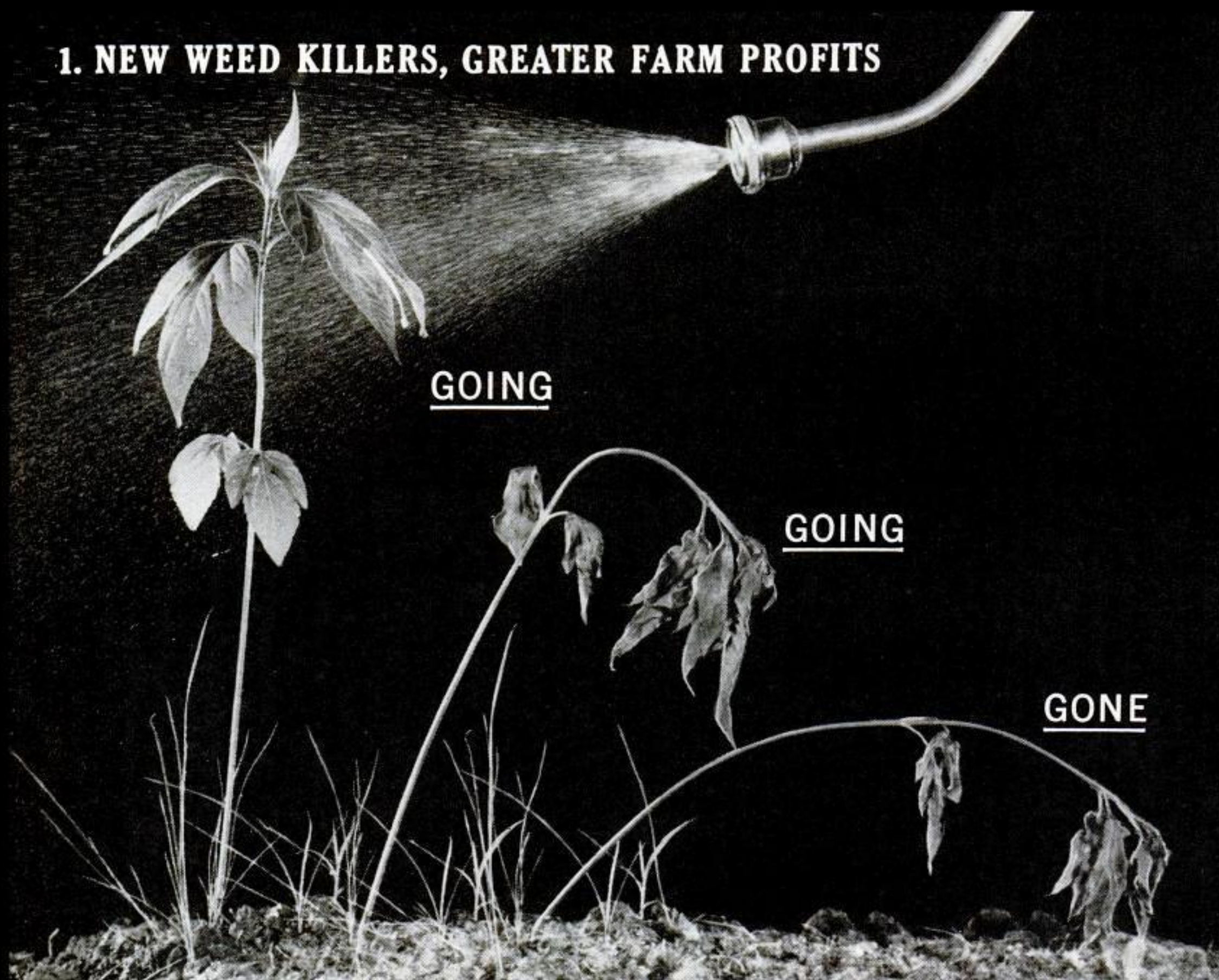
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How they benefit you

Business chemistry, a Monsanto specialty, helps manufacturers put hundreds of chemicals into action in thousands of applications that create new and improved products. Shown on these pages are three examples.

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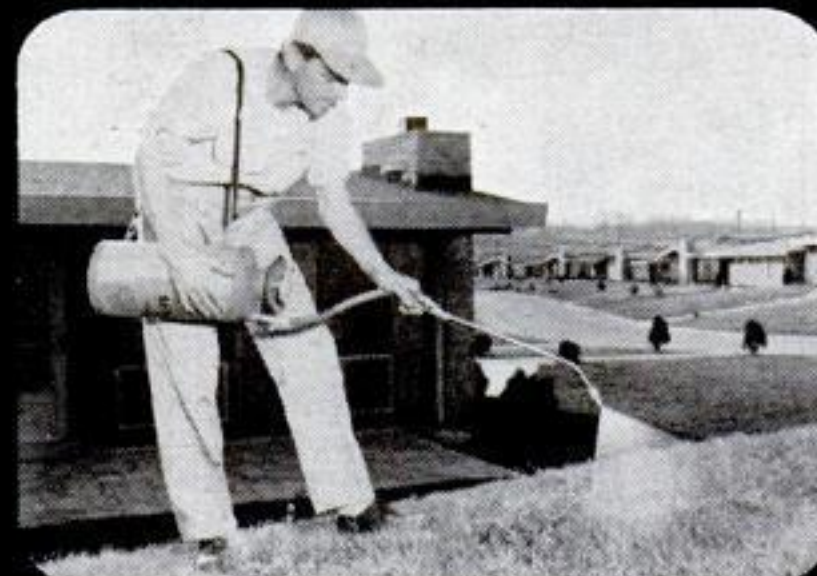
WEEDS STEAL FOOD AND WATER, hide insects, clog ditches, overrun pastures, crowd out crops and cost the U. S. five billion dollars a year! But effective weed killers increase crop and grass yields, can actu-

ally coax \$8-9 more profit from an acre of wheat or in one season add 31 lbs. of extra beef to a steer! Monsanto produces dozens of powerful herbicides for many specific jobs. At right are six examples.

Farmers: Consult your county agent, herbicide formulator or dealer for dependable formulations that meet your particular needs—in cotton, grain, pastures, forests.



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HEALTHIER LAWNS



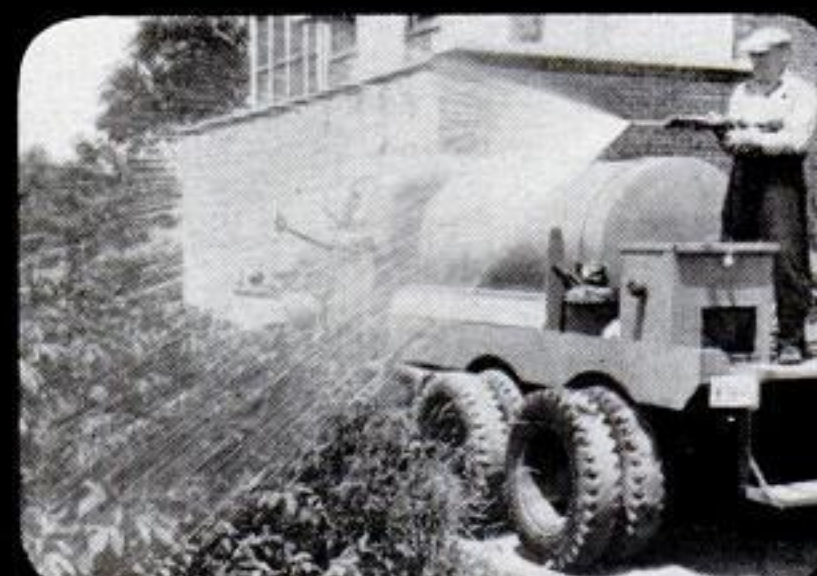
BETTER HIGHWAY VISIBILITY



MORE GRASS FOR COWS



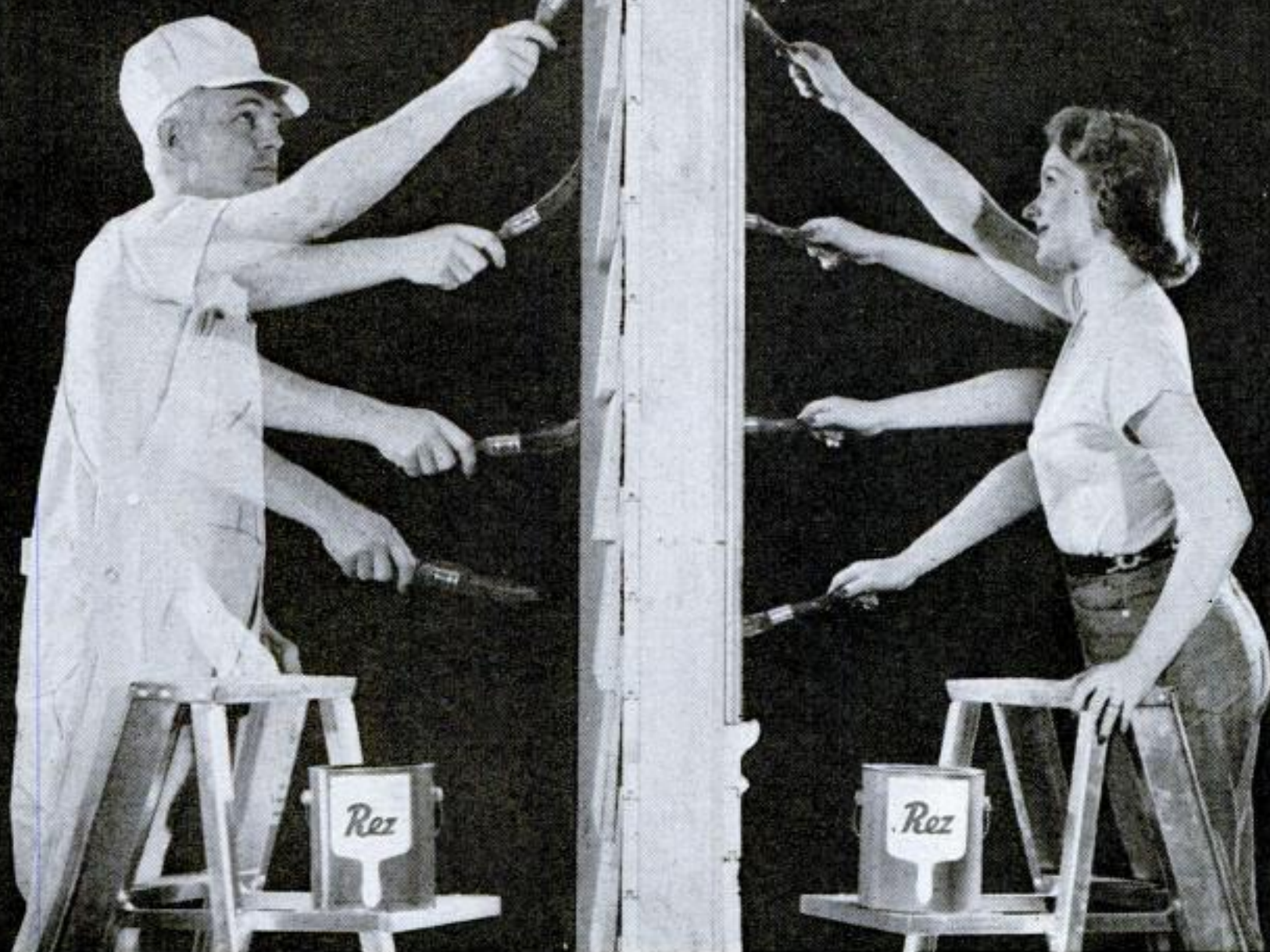
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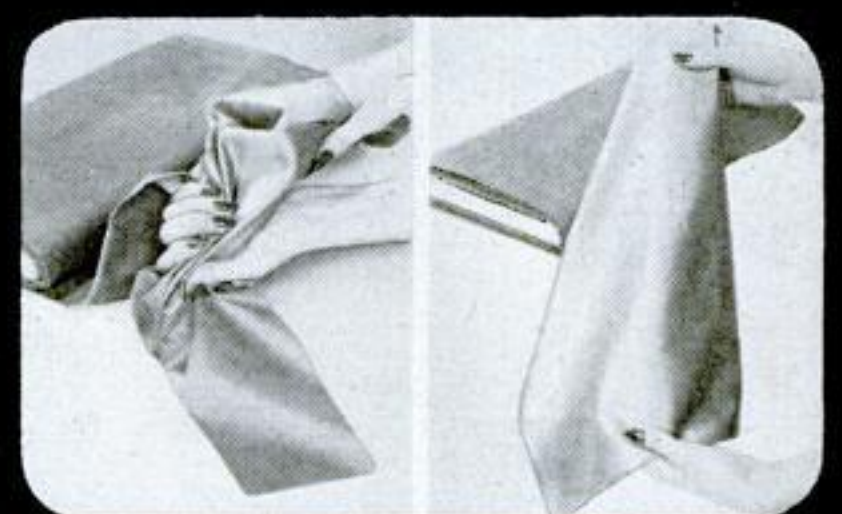
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The Triple-Duty Tunic

NEW TOPS GO WITH EVERYTHING FROM BEACHWEAR TO BALLGOWNS

The tunic, which in its Roman heyday was a loose undergarment worn by both men and women, is being revived this spring as a showy outer garment for women. At their last Paris showings, French couturiers Dior and Balenciaga introduced differing modern versions (LIFE, March 7).

Dior's tunic (*above*) is considered more wearable right now

because it has the familiar fitted waistline, slightly flaring hips. But Balenciaga's unfamiliar unfitted straight top (*page 149*) may have more of a future because it represents a change from the prevalent form-fitting style. The inexpensive cotton versions of both tunics will enable American women to try them this summer over everything from a bathing suit to a ball-length skirt.

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...or a battle he couldn't win!



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WITH STREET SKIRT, tunic patterned after Balenciaga model is belted. Shown here in awning stripes (Reid & Reid, \$8), it also comes in solid colors.



WITH SKINNY SLACKS, the tunic is worn straight, like the Balenciaga original. This way the tunic is kind to thick waistlines but requires slim hips.

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as seen by photographer
Hy Peskin in this week's

SPORTS
ILLUSTRATED

1 Shellenbach, c.
2 Durocher, mgr.
3 Franks, coach
6 Fitzsimmons, c.
7 Grasso, c.
9 Westrum, c.

GIANTS

25 Lockman	1 b
19 Dark	ss.
22 Mueller	r.f.
16 Thompson	3 b
24 Mays	c.f.
20 Irvin	l.f.
10 Williams	2 b
8 Katt	c.

12 Amalfitano, i.f.
14 Holman, i.f.
15 Gardner, i.f.
18 Castleman, l.f.
21 Hearn, p.
26 Rhodes, o.f.

27 Taylor, o.f.
28 Gomez, p.
31 Giel, p.
34 Corwin, p.
35 Maglie, p.
37 Liddle, p.

40 McCall, p.
42 Grissom, p.
43 Antonelli, p.
49 Wilhelm, p.

UMPIRES

1 Pinelli
2 Goetz
3 Ballanfant
4 Barlick
5 Conlan

6 Boggess
7 Gore
8 Dascoli
9 Warneke
10 Donatelli

11 Gorman
12 Secory
13 Engeln
14 Jackowski
15 Dixon
16 Landes

	1	2	3	4	5	6	7	8	9	10	AB	R	H	PO	A	E
pitcher																

BEGIN IT IN THIS WEEK'S SPORTS ILLUSTRATED:

THREE PENNANTS, NINE LIVES, AND A PERPETUAL SEVEN ON THE DICE...

Leo Durocher is the Benvenuto Cellini of baseball.

Gaudy, mercurial, brilliant in his specialty, Durocher seems happy only with storm clouds and lightning crashing round his balding head. You love him with the passion of Romeo or hate him with the bile of Iago. One thing you ain't about him. You ain't indifferent.

This week in SPORTS ILLUSTRATED begins "The Nine Lives of Leo Durocher," certain to be the most talked-about baseball article of the summer. But it's only the lead-off of SPORTS ILLUSTRATED's tremendous line-up of spring and summer authors and articles—which includes J. P. Marquand, A. P. Herbert, Philip Wylie, A. J. Liebling, Paul Gallico, H. Allen Smith, Jerome Weidman, excerpts from the forthcoming books of 4-minute miler Roger Bannister and baseball mastermind Paul Richards; SPORTS ILLUSTRATED's now famous previews on Wimbledon, the U.S. Open, the Indianapolis 500, the All-Star Game—and much, much more!

This is the authentic Durocher. This is the Durocher who helped put Negroes into organized baseball but also said, "Nice guys finish last" and swore he'd trip up his own mother to keep her from advancing to third base.

What's the real story on why Durocher was bounced out of baseball in 1947? Who are the three father-images who shepherded him through baseball? How about his near-fight with Cobb and his real brawl with Ruth? Why does he fight with his own players? What's the lowdown on Leo and Rickey? Leo and MacPhail? Leo and Jackie Robinson? Leo and Laraine Day?

You will find the answers in Robert Shaplen's three-part close-up.

But the Durocher biography is only the start, and baseball is only part of what's to follow in Time Inc.'s newest weekly. See the column at the right for the names and numbers of some of the others—and remember, please, that all this is in addition to the *unnumbered, unpredictable, unscheduled*, and always wonderful news events that happen every week in the world of sports.

575,000 families have already said: "This magazine is for me!" And they keep adding: "... and it gets greater every week!"

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WE DON'T WAIT TILL GAME TIME...

Here's what we know of our line-up for the next three months:

JOHN P. MARQUAND on country club life in America. Our greatest social novelist and chronicler of upper, upper-middle, and middle-class turns the humor-dipped point of his pen on the rituals, prejudices, pleasures and frustrations of belonging (or not belonging) to a yacht, golf, hunt, or country club in the U.S. today. A 6-part series.

ROGER BANNISTER tells his own story, in two installments, of how he conquered the four-minute mile.

PAUL RICHARDS, acknowledged baseball mastermind, explains modern baseball strategy in a series of articles to run all through the season. Already begun, this is a must for second-guessers (and maybe for some of the second-guessed)!

A. J. LIEBLING on Stillman's Gym and the milieu of the fight business—with its scent of arnica and accent of Eighth Avenue. A two-part essay.

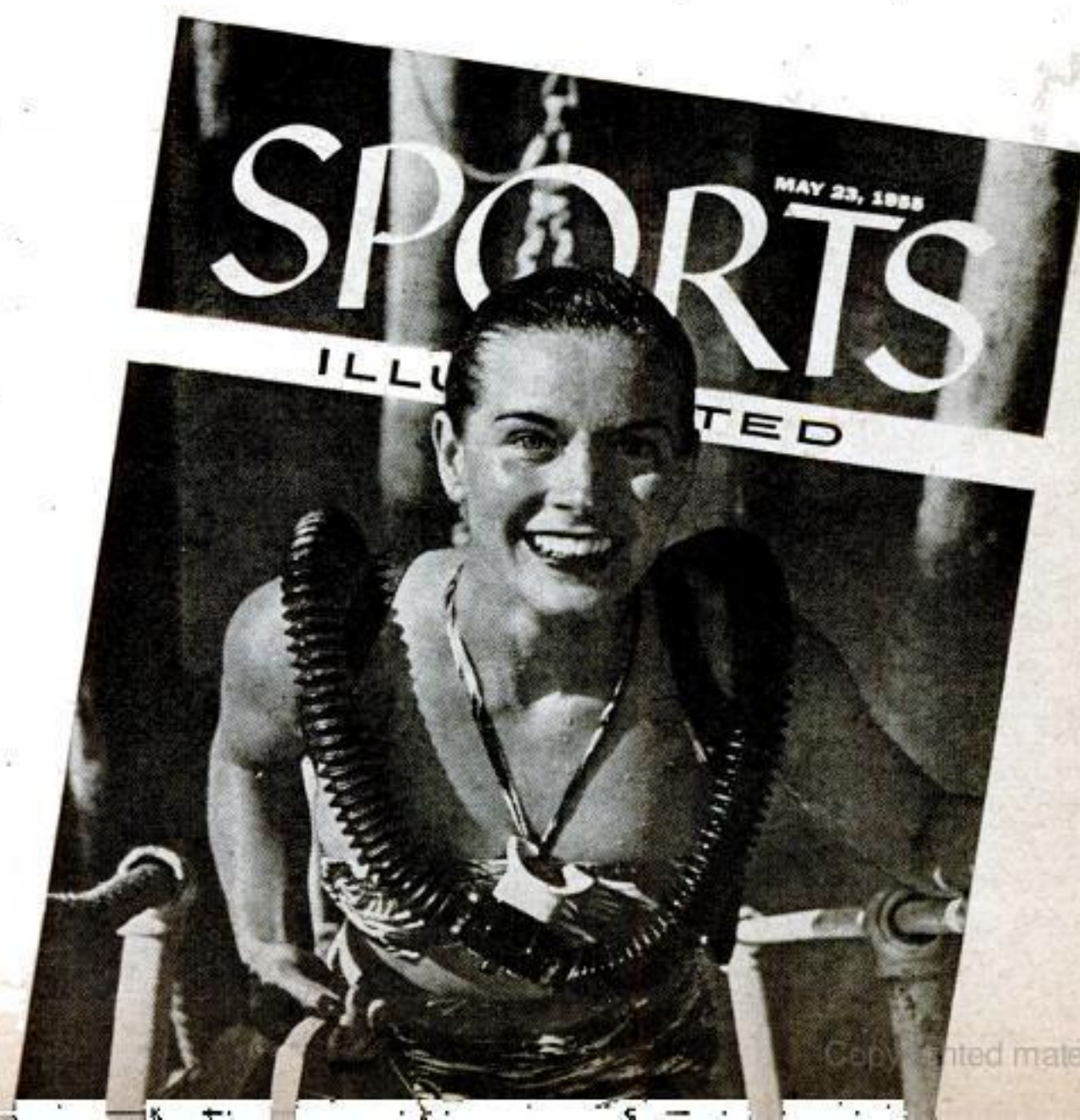
THE INDIANAPOLIS 500 by a SPORTS ILLUSTRATED task force. John Bentley reports; color photos of the top drivers and their cars; plus an excerpt from the late Wilbur Shaw's book, on the greatest race he ever drove.

THE U. S. OPEN, another great preview. New diagrams of the course, color photos, and text by Herbert Warren Wind. Also a special conversation with the usually reticent Ben Hogan.

TRAVEL. Horace Sutton on swimming pools à la Palm Springs; golf aboard the *S. S. Independence*; fishing with a French accent in Eastern Canada; touring and enjoying the Amalfi area.

ALSO: the *Walker Cup* matches; the *Belmont Stakes*; the *International Crew Regatta*; *Wimbledon*; hunting and fishing the world over, including a report on the most important innovation in hunting rifles in the past 60 years.

And from next weekend's double-headers, through the All-Star Game and the stretch drives for the pennant, to the World Series—a long, wonderful summer of baseball.



TO LOVE, HONOR, OBEY... AND STUDY

Pattern of campus marriage started by vets
is becoming a permanent college way of life

by ERNEST HAVEMANN

HIS name was Summers. Her name was Sweet. So when they went to their first freshman chemistry lab, they were assigned to adjoining desks. This was at Cornell University, on a September afternoon three and a half years ago.

Now it so happens that ever since the first coed set slipper on an American college campus in 1834 a good many young men and young women have been similarly exposed to each other, by a similar accident of alphabetical arrangement, at adjoining desks or lecture room seats. From the very beginning, it can safely be assumed, the juxtaposition has resulted in a certain amount of flirtation, possibly also in a number of casual dates to go canoeing or to a show.

In the past, however, things most often stopped right there, for freshmen were hardly in a mood for serious romance and they thought of marriage, if at all, as something for the dim and distant future. Most graduates over 35 would have a hard time remembering the names of the girls they sat next to as freshmen—or for that matter even as sophomores, juniors and seniors.

Things have changed, as will be amply attested when Mr. and Mrs. C. Dwight Summers walk up to get their diplomas at the ceremonies next month. The Summers and Sweet of that freshman lab course are now man and wife and might actually be called old married folk. When they go to the commencement exercises they will leave an 11-month-old daughter in the hands of a baby sitter—their campus baby-sitting arrangements (*picture, above right*) have been particularly ingenious—and sometime within the following few weeks Mrs. Summers—Deborah Sweet Summers, B.A.—will go off to the hospital to have her second child.

The colleges today are full of people like the Summerses. The veterans who flocked back to college after World War II under

the GI Bill, taking their wives and babies with them, seem to have started something. Although those veterans are now gone, the "temporary" housing that was erected for their families is still occupied. As one college dean put it, "We used to think we could foresee the day when we'd tear down these houses. Now we can't imagine a time when we'll have enough of them."

At the University of North Carolina there is an average wait of a year and a half for space in the married housing units. Indiana University, which already has 800 trailers and apartments available for married students, is building 120 more apartment units. The University of Michigan, which used to provide its married veterans with temporary units built during the war for the Willow Run bomber plant, replaced these shacks with a dozen brick apartment buildings holding 276 families, then had to add another 100 units which will be finished shortly. Now it is planning another 300 units for completion by the fall of 1956.

'Engaged' to 'expectant'

AT Michigan there is another sign of the times in the changes that have been made in the annual Senior Night Banquet. For years this affair has been given each spring for the girls of the graduating class. In former days the girls used to be introduced in three groups: those who were formally engaged, those who were "pinned" (wearing a boy's fraternity pin to indicate that they were, so to speak, engaged) and those—the great majority—who were at liberty. In recent years it has been necessary to add two more categories: the married girls and those not only married but pregnant as well. Out of 550 girl graduates at this year's banquet, 15 acknowledged being in the last condition.



BABY-SITTING SYSTEM has been worked out by Summerses (*right*) with Cornell classmates, Mr.

Babies have become a matter of general concern on the campus. Massachusetts Institute of Technology, for example, proudly points out to prospective students that they will have the full benefit of a nursery school and a monthly medical clinic for babies. Cornell, on the other hand, has deemed it necessary to warn in the catalog that the \$36 annual student medical fee definitely does not include obstetrical care. (Up to a few years ago, it would never have occurred to anybody to think that it might.)

As more and more students are becoming spouses and parents, the whole social pattern of the campus is changing. The University of Wisconsin has already noted a sharp decline in the number of dances, compensated for by a corresponding increase in attendance at such more sedate diversions as lectures, plays and concerts. Educators are even beginning to wonder about the fate of the fraternities and sororities, which depend for their financial support largely on the dues of the single students who live at the house.

As can be seen from the statistics in the box on page 156, marriage has been blossoming on campuses of all sorts from one end of the nation to the other.

The married student is more common in the graduate and professional schools; this only stands to reason, since here the students are older, but nevertheless is in itself a sharp departure from bygone days. One physician who entered the University of Pennsylvania School of Medicine in 1932 vividly recalls a visiting lecturer who spoke on the subject of the life of a medical student. "This man began speculating on whether it might not be such a bad idea, seeing as we were all getting along into our 20s, to think of getting married without waiting for our M.D.s. He was never invited back."

Now an actual majority of the senior students in this particular medical school, as



and Mrs. Czenge, by arranging courses so one parent is always free to tend children of both families.

well as in many other professional and graduate schools, are married. Often the wives work and help support the students while they get advanced degrees. There is even a "degree" for such wives which has spread rapidly around the nation: Ph.T., or Putting Hubby Through.

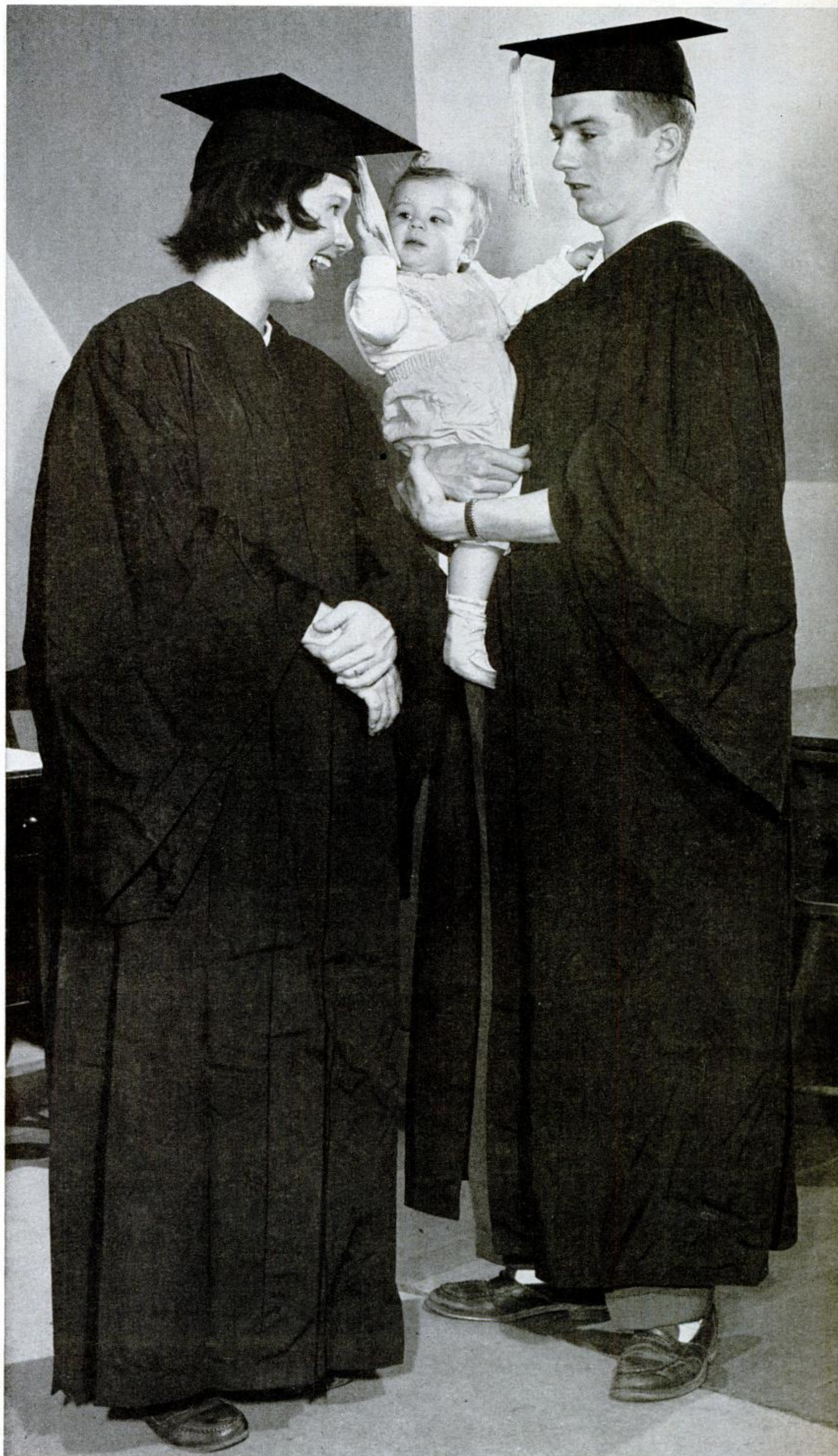
Among undergraduates as well, the trend is toward more and more marriages. Sometimes, as in the case of the Summers-Sweet romance, boy student marries coed. Somewhat more often—or at least apparently so; this whole phenomenon is so new that few reliable statistics are available—the boy student marries a home town girl and sets her up in an apartment near the campus. The girl student marries a somewhat older man, either from the same college or from the home town, and stays to get her degree while he serves his two years in the Army.

At first, when marriage was just beginning to flourish on the campus, it was only the seniors who dared take the step. Now the juniors, sophomores and even freshmen are falling in line. A professor at one eastern university said recently, "It was only a few years ago that we thought of the freshman boy as a baby who could barely find his own way to classes. This year we were only moderately surprised when one 18-year-old freshman showed up with a wife and a child."

Contagious custom

WHAT about the future? The administrators of the University of California at Los Angeles probably have the right idea. They expect the proportion of married students to rise by 50% to 75% in the next 10 years. But as one dean of men has said, the notion of marriage among students is "contagious" and the U.C.L.A. estimate may even turn out to be on the conservative side.

What has happened? Why are campus



READY TO GRADUATE this June, Deborah and Dwight Summers, who were married at start of their

junior year, amuse 10-month-old daughter Susan by trying on caps and gowns in their Ithaca apartment.

The gift your graduate **wants**

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You know your graduate wants a watch. You suspect he wants a Hamilton. You sense he hesitates to say so. And maybe you, too, think the price is more than it is. But here's the pleasant truth: you can dazzle your graduate with a Hamilton Illinois for only \$33.95!

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TEMPORARY TRAILERS such as these at Indiana University installed for vets in 1946 have been kept in use for married students who followed veterans.

CAMPUS MARRIAGES CONTINUED

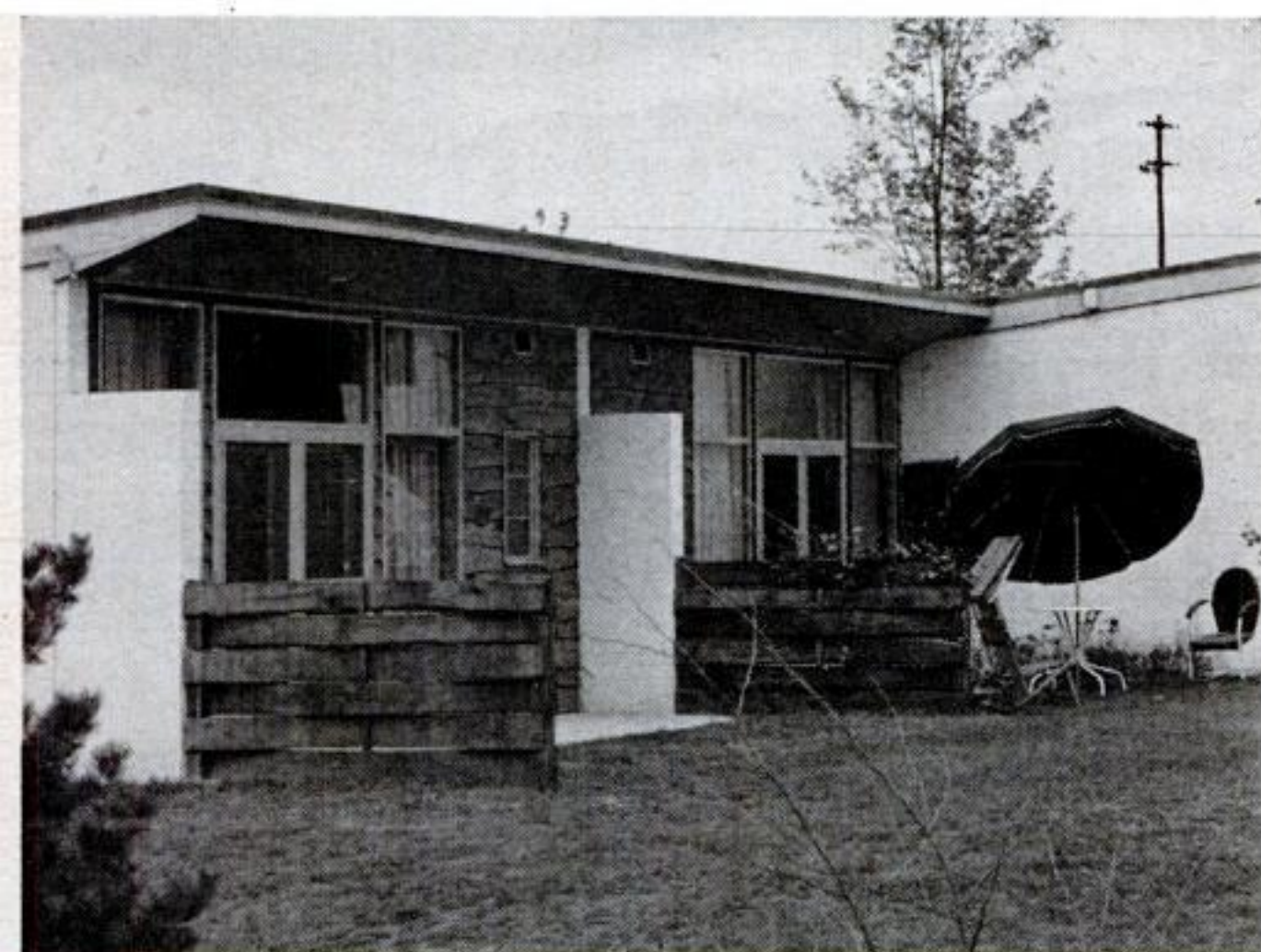
marriages, which were practically unknown 20 years ago, so commonplace today? One reason, as has been mentioned, was the example of the veterans. (Says one administrator, "The kids saw the vets manage it and began asking, 'Why not us?'") Another is perhaps the general uncertainty of today's atomic world. ("Life is a bigger gamble than ever, and marriage seems a small risk to take." "These kids enjoy starting out on a shoestring. They're willing to take a chance—and one reason they're willing is the uncertainty of the times.") The draft is certainly a factor. ("Boys grow up thinking of themselves as cannon fodder. They try to seize their happiness while they can." "It's hard for older people to remember, but at the college age, the two years you have to wait if you don't get married before you go into service can seem like an eternity.")

For another cause of campus marriage, and indeed of early marriage in general, some of the parents who complain the most may have only themselves to blame. Many modern parents, especially in the socially ambitious suburbs, tend to worry themselves sick nowadays lest their offspring fail to merit such adjectives as "popular," "gregarious," "well adjusted." The result is that where grammar school boys and girls used to take pride in despising one another, they are now pushed into all kinds of precocious mutual admiration. The sixth grade has dances and the junior high school girl owns a formal. Any child who fails to participate in this hot-house mingling is a wall flower and is given amateur psychiatric treatment by his parents until he comes around.

In the words of Mrs. Lemo D. Rockwood, professor of child development and family relationships at Cornell: "So many parents, just as a matter of prestige, force their children into going through the motions of being an adult." One result is that by high school the boys and girls are old hands at dating and are already going steady. As one dean of women has bluntly stated it, "A girl's popularity used to be measured by her number of beaux. Now that's a thing of the past. If you don't go steady in high school you're considered a dead duck."

On the college campus, too, going steady is further encouraged by the high ratio of boys to girls at most coeducational schools. On one campus where the ratio is 7 to 2, a woman teacher observed, "About the only way a boy can have a Saturday night date here is to get engaged." On the same campus a 20-year-old sophomore was once interviewed by the sociology department, which was seeking a frank discussion of his social life. He spoke in more cynical terms: "The competition almost forces you to go steady here because it's just too much trouble to get new dates all the time. I personally don't care too much for the girls here. Also I have a girl back home, and she's probably the one I'll end up with. But for some time now I've dated one girl here pretty steadily."

The emotional climate that produces marriages in college also produces, especially among the girls, a good deal of worry which more casual generations of campus romancers were spared. The usual pattern now is for the freshman girl arriving on the campus to receive quite a rush, especially from the older, more sophisticated and more attractive upperclassmen. Soon she begins going steady with one of them, and eventually she is "pinned."



PERMANENT HOUSING now being built for the growing married contingent at Indiana includes apartments like these, which rent for \$55 a month.

But along about the time she is finishing her sophomore year, her boy is getting his diploma and going into the service. About 9 out of 10 of these sophomore-senior romances break up at this point and the girl goes back to school as an unattached junior, broken-hearted, forced to start all over and already feeling much too old for the competition. All the boys on the campus are busy looking over the new crop of freshmen and are highly suspicious of any upper-class girl who has failed to make prior arrangements. Even if she has sorority sisters or dormitory friends willing to try to help her get around, she loses so much caste by accepting blind dates at this stage of her campus career that she would almost rather stay home.

By the time she becomes a senior, her problem is doubly complicated by the knowledge that this is her last chance to accomplish what many girls nowadays seem to feel obligated to accomplish in college. One woman teacher in a Midwest state university says, "Any time I've got a senior in my class who isn't engaged, I know I've got a neurotic girl on my hands." A housemother in a sorority house at a state university in the east says, "It's a pathetic thing to see all these senior girls who just don't have any dates, even though they're very attractive. I worry about them all the time; I keep advising them to try to get jobs in advertising or in publications, some sort of profession where they'll meet the right kind of unattached young men once they get out of school."

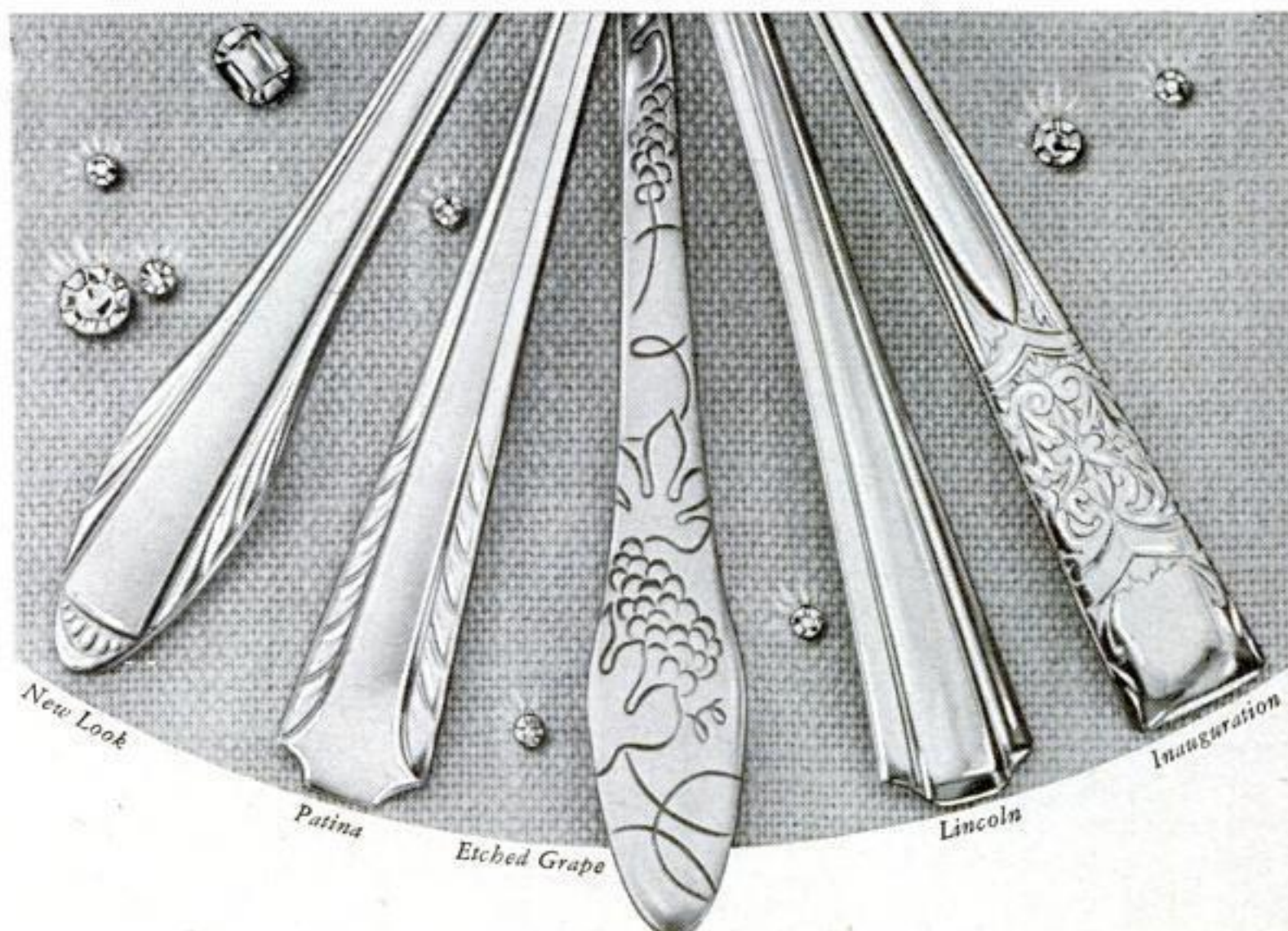
The same housemother, however, has also made note of the emotional ups and downs of the senior girl "pinned" to the typical senior boy. "He's going into service and he wants someone to come back to, so he's got half a mind to get married. Still, he's afraid to take the responsibility. Some days he wants to get married and some days he doesn't, and the girl doesn't know where she stands. The girls say it's the boys who are all mixed up about marriage."

Of all the factors responsible for the increase in campus marriages, the most important can be stated in one word: prosperity. In the past, the one big thing that kept students' minds off the topic of matrimony was the chilling doubt of how long it would be, especially in the depressed 1930s, before they could possibly support a wife in the manner expected of college graduates. Today they know that scouts for the big corporations are eagerly seeking out college seniors with offers of up to \$400 a month to start, and that the wife too can get a fairly well-paid job just for the asking. Today's students, who know the great Depression only by hearsay and have personally observed nothing but year after year of practically full employment, are bound to take a rosy view of their economic prospects. They are also, in this era of the low down payment and easy credit terms, convinced that anyone who feels the need of having a few thousand dollars in the savings account before establishing a home is a hopeless old reactionary.

Thus, when love strikes, it seems foolish to these modern youngsters to wait. "You ask them why they want to get married," one dean of men says, "and they say why not?" Says a chaplain, "The boy tells the girl, your daddy's sending you to college; my daddy's sending me—let's join forces."

The usual pattern in today's campus marriages calls for both sets of parents to continue supporting the young couple. Mr. and Mrs. Summers at Cornell, for example, keep house under such an

CONTINUED ON NEXT PAGE



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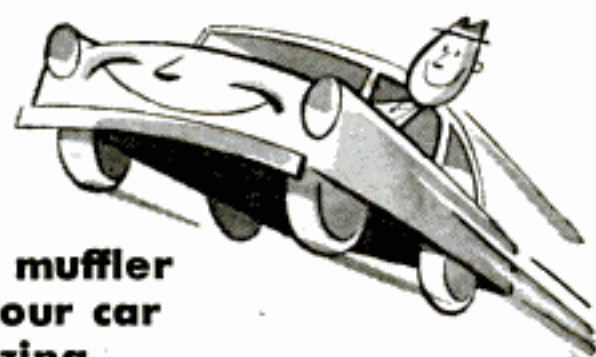
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A CAMPUS MATRIMONIAL CENSUS

A survey by LIFE of 22 U.S. colleges and universities reveals that the east lags behind other regions in percentage of married undergraduates. Record is held by the University of Georgia where 19% of undergraduates are married. Noncoeducational schools trail the coeducational ones considerably, but probably the most startling aspect of the boom is the accepted presence of increasing numbers of undergraduate wives and mothers in the once maidenly atmospheres of such schools as Smith and Radcliffe.

COEDUCATIONAL COLLEGES

	UNDERGRADUATES	TOTAL MARRIED STUDENTS	MARRIED MEN STUDENTS	MARRIED WOMEN STUDENTS
EAST				
CORNELL	7,500	412	351	61
MIDDLEBURY	1,244	20	14	6
SWARTHMORE	912	12	5	7
WEST				
POMONA	1,022	56	36	20
STANFORD	4,402	219 (est.)*	188 (est.)*	31
U.C.L.A.	10,453	1,595	*	*
MIDWEST				
INDIANA	7,773	856	649	207
U. OF MICHIGAN	11,157	1,076	797	279
U. OF WISCONSIN	10,576	995	863	132
SOUTH				
U. OF NO. CAROLINA	4,108	541	384	157
ST. LOUIS	3,416	271	233	38
U. OF GEORGIA	4,102	800	650	150

NONCOEDUCATIONAL COLLEGES

MEN'S			WOMEN'S		
	ENROLLMENT	MARRIED		ENROLLMENT	MARRIED
BOWDOIN	729	23	BRYN MAWR	619	23
CLAREMONT	327	40	RADCLIFFE	1,000	60
HARVARD	4,430	95	SCRIPPS	225	7
KENYON	436	14	SMITH	2,158	22
TRINITY	906	33	SWEET BRIAR	472	1

* NO DETAILED BREAKDOWN AVAILABLE

CAMPUS MARRIAGES CONTINUED

arrangement. His family continues to pay his tuition and the same allowance that he used to spend in a fraternity house. Her family provides her tuition plus what she formerly had to spend for room, board and clothing, although on general principles her former \$25 a month spending allowance has been cut off.

In addition Summers has worked during vacations at his family canning business in Pennsylvania, thus paying all living costs for this period and saving enough for the obstetrical expenses of the first baby. During the school term he has worked roughly 15 hours a week as a \$1.00-an-hour part-time office helper. All in all they have had no trouble whatever keeping up a pleasant \$80-a-month furnished apartment and have seemed to prove that this is a case where three can live just about as cheaply as one.

Mrs. Summers managed to continue her classes without a full-time nursemaid with a very simple scheme. She merely arranged with a sorority sister, whose first baby was expected about the same time as hers, to work out a schedule for the following college term which timed all her own classes for Mondays, Wednesdays and Fridays, her friend's for Tuesdays, Thursdays and Saturdays. They baby-sit for each other on alternate days.

At Washington University in St. Louis, James S. and Ann Miller are comfortably subsidized by both sets of parents. Mrs. Miller's mother buys her daughter's clothes, but the bulk of the rest of the couple's expenses is met by the husband's father. Miller nevertheless has taken on some odd jobs, just for the extra cash.

Ronald and Dorothy Thron, premedical and nursing students at Adelphi College on Long Island, meet their financial requirements with the help of a scholarship and a part-time job that Ronald has with his father, a doctor.

The number of subsidized marriages does not necessarily mean that most parents are deliriously happy about the idea, for in a way they have little choice. The prosperity which encourages the students has also blunted the chief argument of the reluctant parent: the contention that he is not prepared to go on supporting indefinitely a son, a daughter-in-law and babies. Since under today's conditions the problem of support promises to end on graduation

CONTINUED ON PAGE 159

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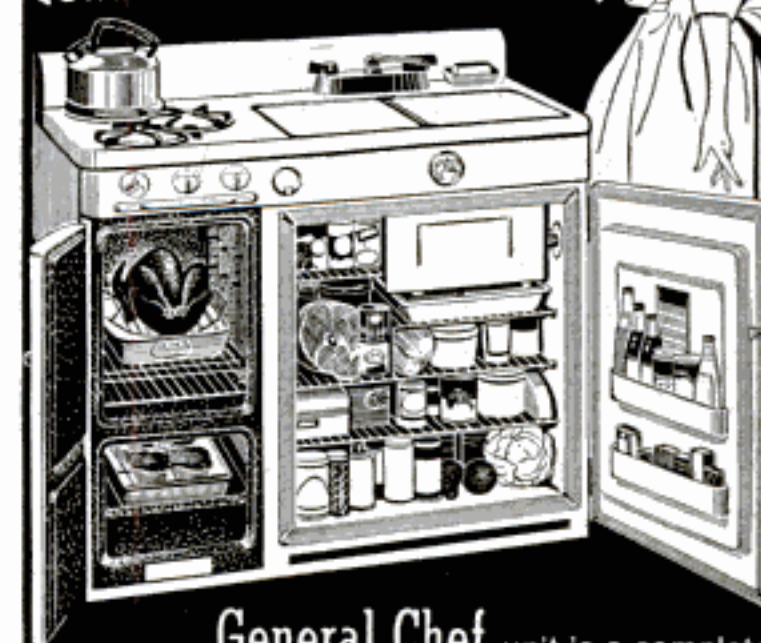
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MARRIED GRADUATE STUDENTS like Thomas Evaul of University of North Carolina outnumber single men doing advanced study at many schools.

CAMPUS MARRIAGES CONTINUED

day, the parent has a hard time making a case for cutting off allowances in the few intervening months or years. The boy's parents run the risk that if their son is refused permission and help to marry he will either quit school or have to work so hard on the side that he will not benefit fully from his classes. The girl's parents run the risk that their daughter will quit school to support her new husband while he finishes.

Despite these bleak alternatives some parents do put their foot down. Sometimes this stops the marriage plans and sometimes it does not. In the latter case parental disapproval often lasts only until the first baby is born, at which time all objections dissolve in the glow of grandparenthood and financial support is not only resumed but increased.

One marriage counselor who obviously favors the younger generation as against the older likes to say, "The funny thing is that parents push their kids into dating at 11 and 12; they watch the kids go out with a 'steady' three times a week in high school, and then they're absolutely floored when a young couple wants to get married at the fairly mature age of 21."

Unquestionably there still remains a strong parental prejudice against marriage during college years. On the other hand there is evidence that the attitude of parents has greatly changed within a generation, and all in the direction of taking a more open-minded view of campus marriages.

In the old days when a college degree was more or less a rarity, parents who sent a girl through school expected her to "do something" with her degree; a college girl who "threw away" her education by getting married too early was considered ungrateful. Nowadays most parents of coeds are frank to admit that a girl goes to school as much to find a husband as to get a diploma. It is mostly the boys' parents who still seem to resist the idea. It is by no means unusual, when a boy and girl brace their two sets of parents on the subject of matrimony, to find the girl's parents barely able to hide their enthusiasm and the boy's parents barely able to hide their chagrin.

One thing that seems to have had a great effect in inducing the parents of college boys to go along with the idea of marriage is the Kinsey Report and all the other frank discussion in modern life of the fact that boys will be men, regardless of how immature and innocent they seem. "You find a lot of parents nowadays," said one dean of men, "who aren't exactly happy about the fact their son wants to get married, don't think he's quite ready for it, yet still keep saying they realize it's 'more wholesome' for him to have a wife."

The whole attitude toward sex on the campus, in fact, has come in for a good deal of revision within the past generation, not only by parents but by school officials as well. It was not many years ago that any coed who had the misfortune of becoming pregnant outside of wedlock was summarily shown the door, like the poor heroine of *East Lynne*. (In many schools any coed who had the bad taste to become pregnant even if legally married was also thrown out, if indeed she had not already been dismissed for getting

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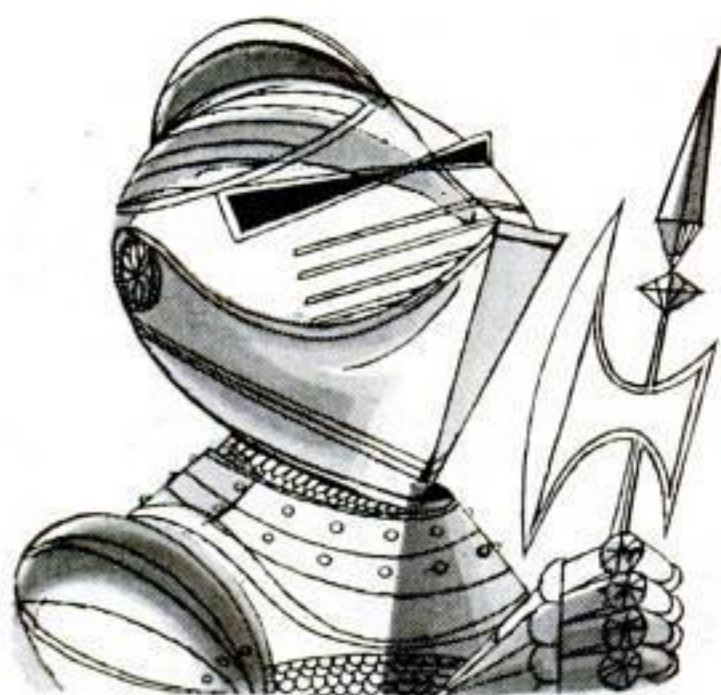
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THE INNOVATORS, veterans who started marriage rush, are still around colleges but in diminishing numbers. Here ex-GI Paul Carlton of Stanford waits with wife and baby in car for veteran Raymond Sanders and his family.

CAMPUS MARRIAGES CONTINUED

married at all.) Today the girl and boy who love not wisely but too well can consult the school physician, chaplain, psychiatrist or student counselor, who usually will try to help get them married as quickly and unobtrusively as possible, so that nobody but the immediate families need be any the wiser.

"After all," one chaplain points out, "these young college people, especially if they go to the same classes, are together more than some married people. You have to allow for this physical intimacy of life in a college town."

Anyone who goes around talking about the campus marriage situation with educators, parents and students is likely to hear sex discussed so often that it sometimes seems as if these marriages are conceived of solely as therapeutic measures. This worries many of the experts in the field. They believe that while all marriages in our modern society face innumerable knotty problems (as is attested by our divorce rate) young marriages face more than others, and college marriages face perhaps the most of all. One special worry is that by and large the college student is far more mature biologically than in any of the other ways that count—for example, in his working habits and his emotional life.

For many years, the counselors point out, we have had practically two completely different breeds of young folk in the U.S. The children of the less educated class have grown up with the understanding that they would quit after elementary or high school, get jobs and immediately stand on their own two feet. Everything about their training and the attitudes in their homes has tended to make them independent adults at 18. Young people of this type have always tended to marry fairly early, with a minimum of complications. The offspring of the better educated classes, on the other hand, have remained in a rather childish condition well into their 20s, still almost completely dependent on their parents, almost never faced with making an important decision, completely inexperienced at holding a job or paying their own way.

As Dr. Emily Mudd of the Marriage Council of Philadelphia puts it, "More than most countries in the world, we keep our young people protected and indulged." And this, she contends, greatly complicates the problem of campus marriage: "One of the great hazards is that people without real job experience haven't matured and don't know what they want out of life."

Most educators, it should be pointed out, feel that today's college students are far more mature than those of a generation ago, but

CONTINUED ON PAGE 162



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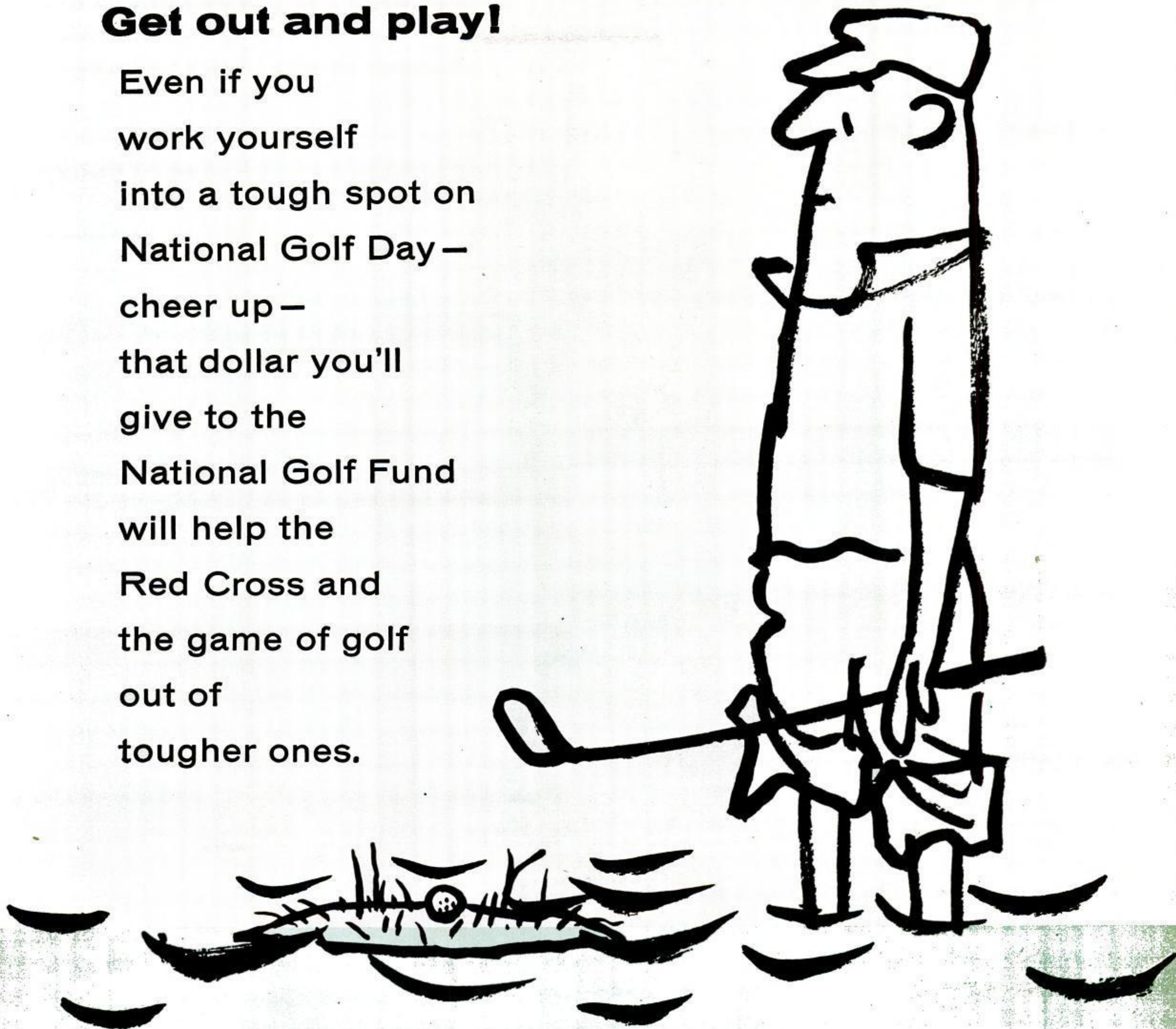
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GUIDANCE CLASS for young people who are planning to take on family responsibilities while they are in college is conducted at the University of Chicago by Nelson Foote (standing), director of the Family Study Center.

CAMPUS MARRIAGES CONTINUED

even on the campus there are eloquent dissenters to this point of view. One dean of men comments, "In the old days if you got to college, found you couldn't read fast enough and therefore couldn't keep up with your studies, that was just your hard luck. Nowadays we have a reading clinic for kids like that. We have two administrators working full time to take care of any financial problems the students may have. We have a vocational guidance clinic and a mental health clinic. In every dormitory housing 225 men we have six student advisers just to help them adjust. Besides all this we've now set up a faculty committee to help freshmen with their social and cultural problems. Sometimes I think that all we ask of them is that they do their own breathing. How can we expect them to act like adults?"

Whether this criticism is too harsh or not, one does hear around the campuses some horrible examples of marriages founded on immaturity: the coed who discovered that her new husband was such a baby that every time he had the slightest case of sniffles she had to stay home from her own classes to nurse him, or the boy whose new wife turned out to have such fancy and impractical tastes that finally in desperation he quit school to try to get enough money to satisfy them. Sometimes a bride, though bothered by her husband's lack of decision, excuses it on the grounds that he is still financially dependent on his parents, only to discover after he graduates and gets a job that he is still a mama's boy and presumably always will be.

Dependence on parents is one of the real pitfalls of the subsidized marriage. Is the girl whose marriage is financed by her parents primarily a bride or primarily a daughter? In the case of a man, is he a husband or a son?

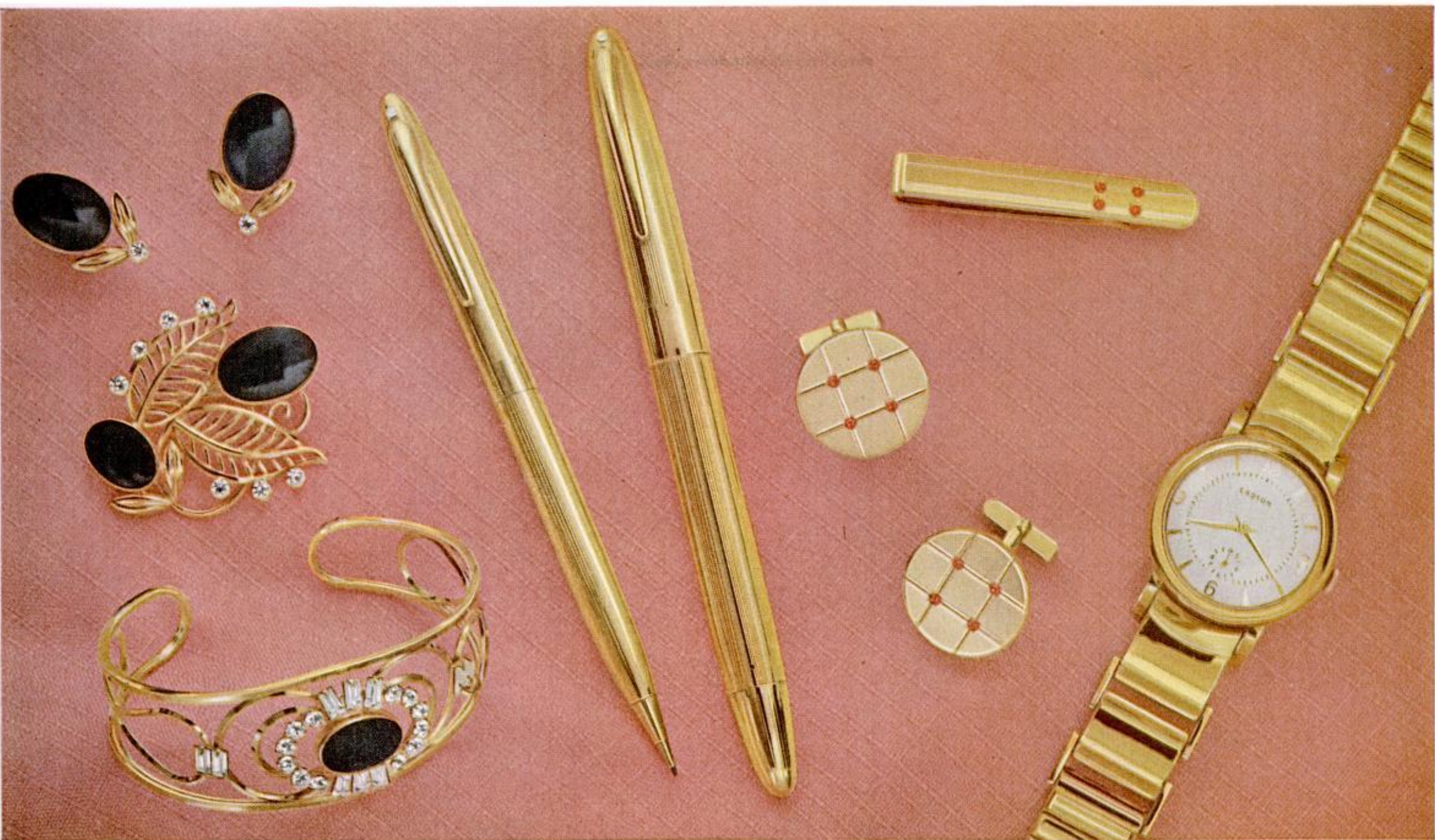
There was one recent marriage which almost broke up simply because the bride felt obligated to call her folks every Saturday night, tell them how she was doing in her classes and accept their chiding when she was doing badly—all to the great annoyance of a husband who thought this was now none of their business.

Some parents use their financial support to keep control of the son or daughter. Others fear to give the children sufficient financial aid lest they "cripple" the young couple's growth. In this new and difficult situation there are few guideposts. Most of the experts feel that there is nothing inherently bad about a subsidized marriage. But in Dr. Mudd's words, "It takes exceptionally adult children and exceptionally adult parents to work it out."

There are apparently some minor hazards which are peculiar to the campus marriage—and which any young couple who decide to take the big step must be prepared to face in addition to all the major problems. Dr. C. Douglas Darling, a psychiatrist who heads the mental health clinic at Cornell and thus has had the opportunity to study some of the problem marriages at first hand, lists these common difficulties:

Lack of time. For the average student, especially if he has a lot of afternoon classes or labs that push his homework into the evening hours, college is a time-consuming job and one that he cannot just forget when he sits down to dinner. The campus newlyweds are likely to find they have far less free time together than they had assumed they would have from observation of their parents.

CONTINUED ON PAGE 165



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CAMPUS MARRIAGES CONTINUED

The burden of housework. Most college girls have no conception of how long it takes to dust, mop, straighten, make beds, cook, wash dishes and do the laundry in even the smallest apartment. This unexpectedly difficult job, plus the business of being a wife and a student as well, can be a serious load.

Isolation from classmates. The husband and bride are still the minority on the campus and no matter how hard they try to keep up their former friendships and easygoing relationships with their classmates, they find themselves increasingly excluded from the group, just at an age when they most desire group acceptance. The various boys' and girls' clubs on the campus, however silly they may seem to old grads in retrospect, do provide a lot of wholesome social satisfaction to students. Married students tend to drop out—and to feel the void.

The bleakness of vacations. Nothing looks grimmer or lonelier than a college campus which has been deserted for Christmas or Easter week when all the students go home. The married couple, left behind because this is their home, are likely to find these periods a melancholy crisis.

Inability to get around. Unless the couple has an automobile, which is rare, they have a hard time getting around. Whereas they once could count on a lift from friends or dates, they now are stuck in or near their apartments—and likely to develop a kind of newer-day boredom.

There are hundreds and thousands of couples around the campuses, however, whose radiant happiness is unmistakable and undeniable and who would simply laugh at such a list of problems. On Dr. Darling's own campus, for example, a LIFE correspondent showed the list to a young couple named Pat and Dave Ellison. Both are 20; they met at a freshman "mixer" two years ago. They have been helped by their parents in their marriage, which is now eight months old. The only thing that has surprised the Ellisons about keeping house is that "it is so much cheaper than we expected." On the matter of available time together, Dave has no desire to go back to the days when he used to run from his fraternity house to her dormitory just to work a five-minute chat into an evening study session, or found himself hanging on the phone so much that his fraternity brothers threatened to fine him.

Pat does all the housework on weekends, when she also prepares and puts into the refrigerator enough soups and casseroles for the next week's lunches. (Dinner is cooked by whoever gets home first in the afternoon and never takes more than 20 minutes.) The Ellisons, who prefer hikes to cocktail parties, feel no lack whatever of friends or social life. As for the bleakness of vacation time in a college town, they feel that the recent Easter vacation when they were left alone with no work to do at Cornell was "positively the nicest week we ever had." In regard to the lack of an automobile, Pat says, "Where do you want to go?"


A charm hard to resist

WATCHING a couple like Pat and Dave Ellison or the Summers managing to be students and parents simultaneously by virtue of their ingenious baby-sitting arrangement, it is hard to resist the charm of these young people daring to make a gamble which would have horrified students of the past. A good many faculty people have become out-and-out partisans of the campus marriage. "I'd call it a great advantage to be married in college," said a professor at Northwestern University. "It cuts out a lot of this silly dating and it saves the mind from worrying all the time about dates. If more of my students were married I'd get more work out of them." Said a dean at M.I.T., "The married students are a good influence on the college community, both academically and socially. They are a more serious group and have a deep feeling of responsibility." An administrator at Stanford University commented, "I have known men who were just scraping by in their studies. Then they got married and we never had another worry with them."

Some of the most enthusiastic commentators are the medical people. One doctor who handles many of the obstetrical cases at Cornell University said, "These modern girls are simply marvelous in the biological sense. Even their pelvic measurements are better than their mothers' used to be and their labor period is shorter. . . . Another fine thing is that they want their babies; they're not the least bit apprehensive about bearing a child or rearing it afterward. Oh, sure, a girl who's just getting married may say she doesn't want to have a baby until her husband is out of school and has a job. But then she'll immediately add, 'After that I want six of them.'"

In this connection Nelson N. Foote, director of the Family Study Center at the University of Chicago, points out that the

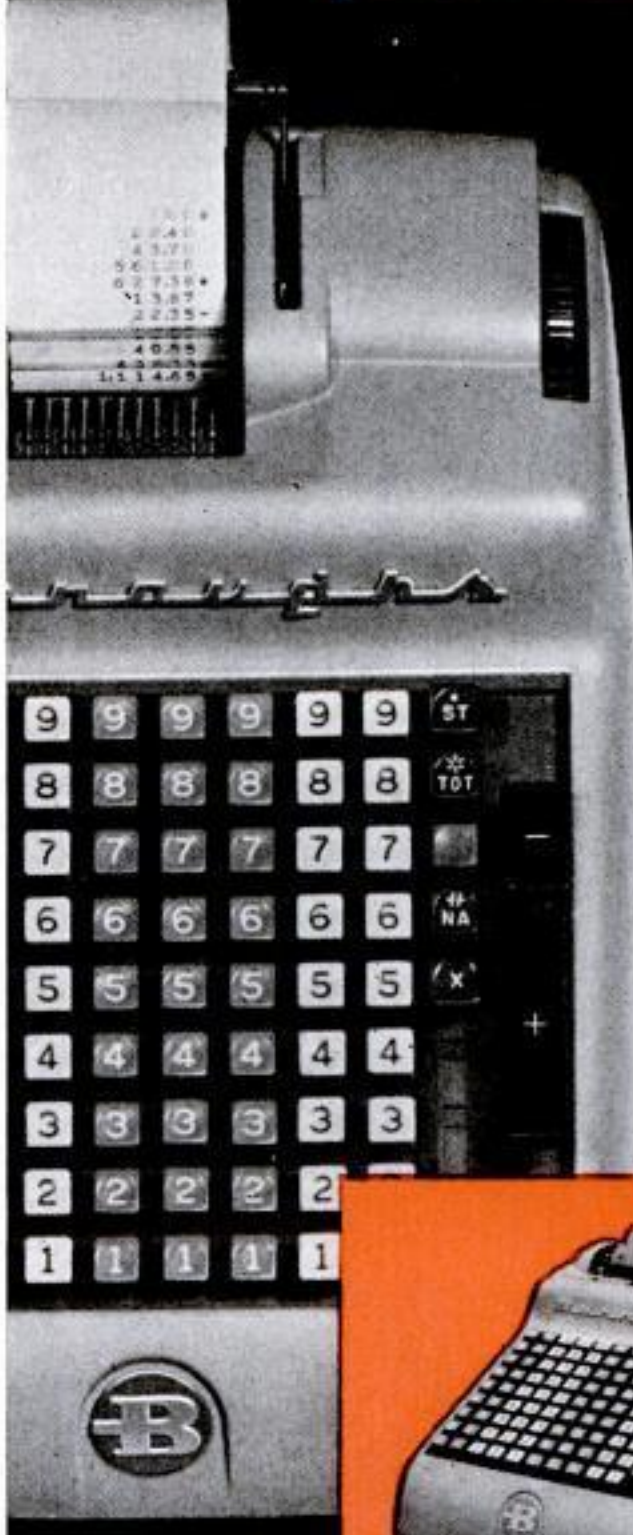
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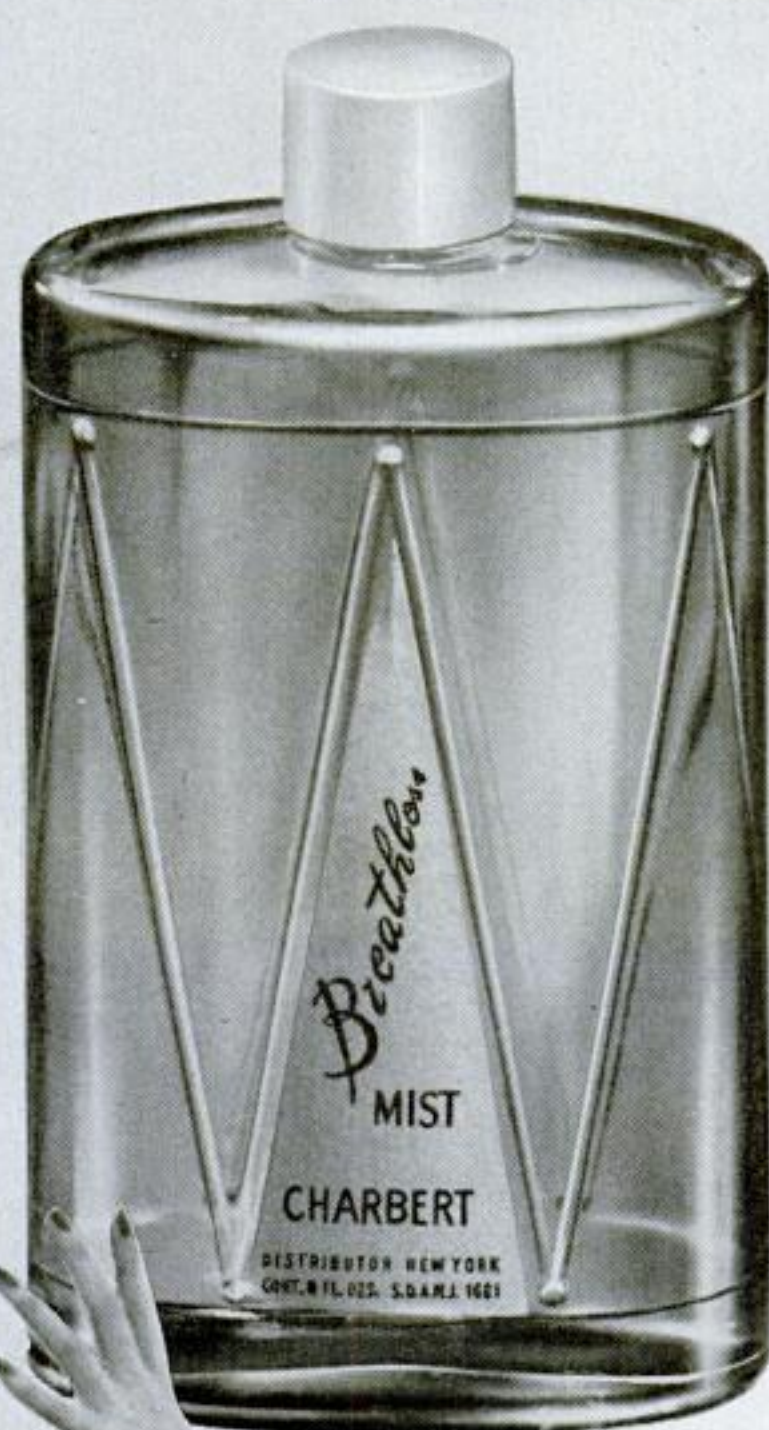
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CAMPUS MARRIAGES CONTINUED

recent much-publicized "baby boom," which is increasing the U.S. population so rapidly and helping keep business swinging along merrily on the one hand while creating a dreadful shortage of school facilities on the other, has been mostly a matter of bigger families on the part of the better educated classes. The once lamented failure of the college classes to produce enough children to replace them appears to be a thing of the past. Foote's conclusion is that the earlier marriage among college people must be working out satisfactorily and that the young couples must have every confidence in their own ability to meet any future problems. "Nobody's forcing them to have larger families," he says. "They seem to prefer it."

The big objection to these campus marriages, as far as the future of our nation and our civilization is concerned, may be something that few students of the problem have yet got around to considering. There seem to be a significant number of cases where a student who gets married loses a good deal of his get-up-and-go. Basking in his new-found conservatism as a householder, he decides that his present circumstances are so comfortable that he need not extend himself to fulfill his former ambition to become a great independent trial lawyer but will settle for a salaried job in some insurance company's legal department. In fact, some of these young husbands, with wives willing to help support them, seem to become almost pathologically lazy, and go on accepting the help through interminable years of graduate study and odd jobs taken on while deciding what to do next.

Some of the young couples, after living on a campus where none of their peers worries about such things as furniture, clothing or other worldly possessions, seem to reach a quick mutual agreement that the outside world is too much. After one try at holding a nonacademic job and catching up with the Joneses in some average suburb, they give up and flee back to the campus, to take any kind of scholarship or teaching job available, in a spot where they can live on indefinitely in some old low-cost veteran trailer without losing caste.

There are many psychologists who would argue that this is a good thing, that our nation has been far too ambition-ridden in the past. It does, however, mark a great change from our national history. We used to urge our boys to apply themselves, work late at the office, save their money and in general make men of themselves before getting married. A good many young men, unburdened by family, have moved hither and thither, from job to job and area to area, and have thus helped settle the undeveloped industries and sections of the country. The new generation of young married students seems to have less urge to travel, in any way, shape or form. As one thoughtful father said recently, "If my two boys asked me today to keep supporting them through college after they got married, I don't honestly know. I don't know whether I'd be encouraging them to become men or mice."



THEIR FUTURE ALREADY PLANNED, Pat and Dave Ellison happily work out household problems in their apartment at Cornell. Dave wants to go to divinity school after he graduates in 1956 and become a college chaplain.

4 LESSONS IN PSYCOOLOGY



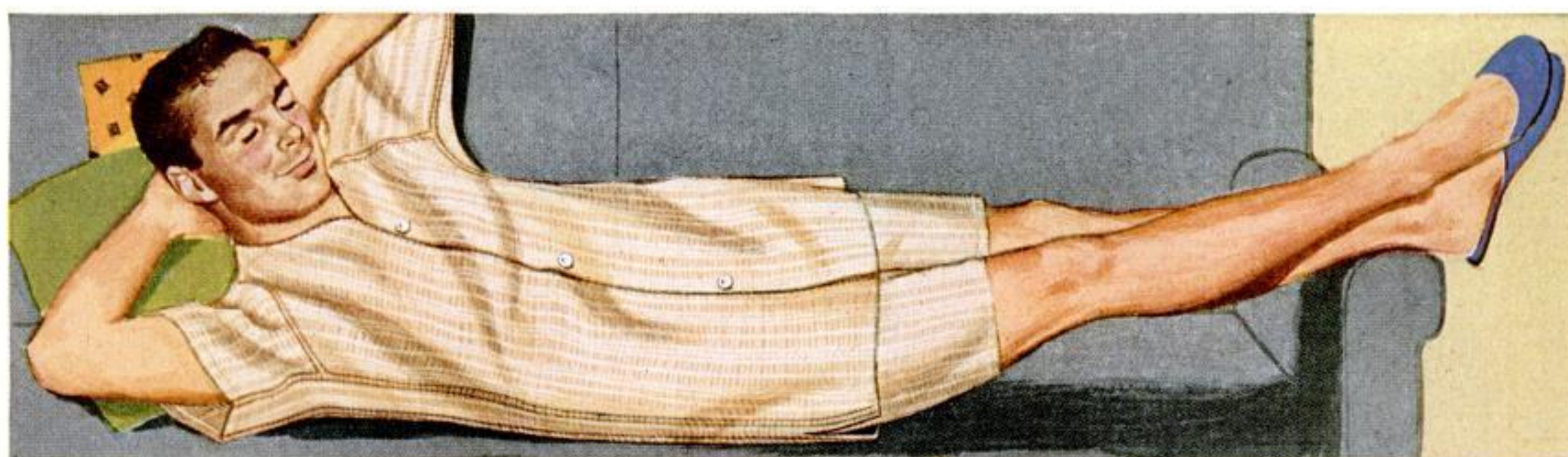
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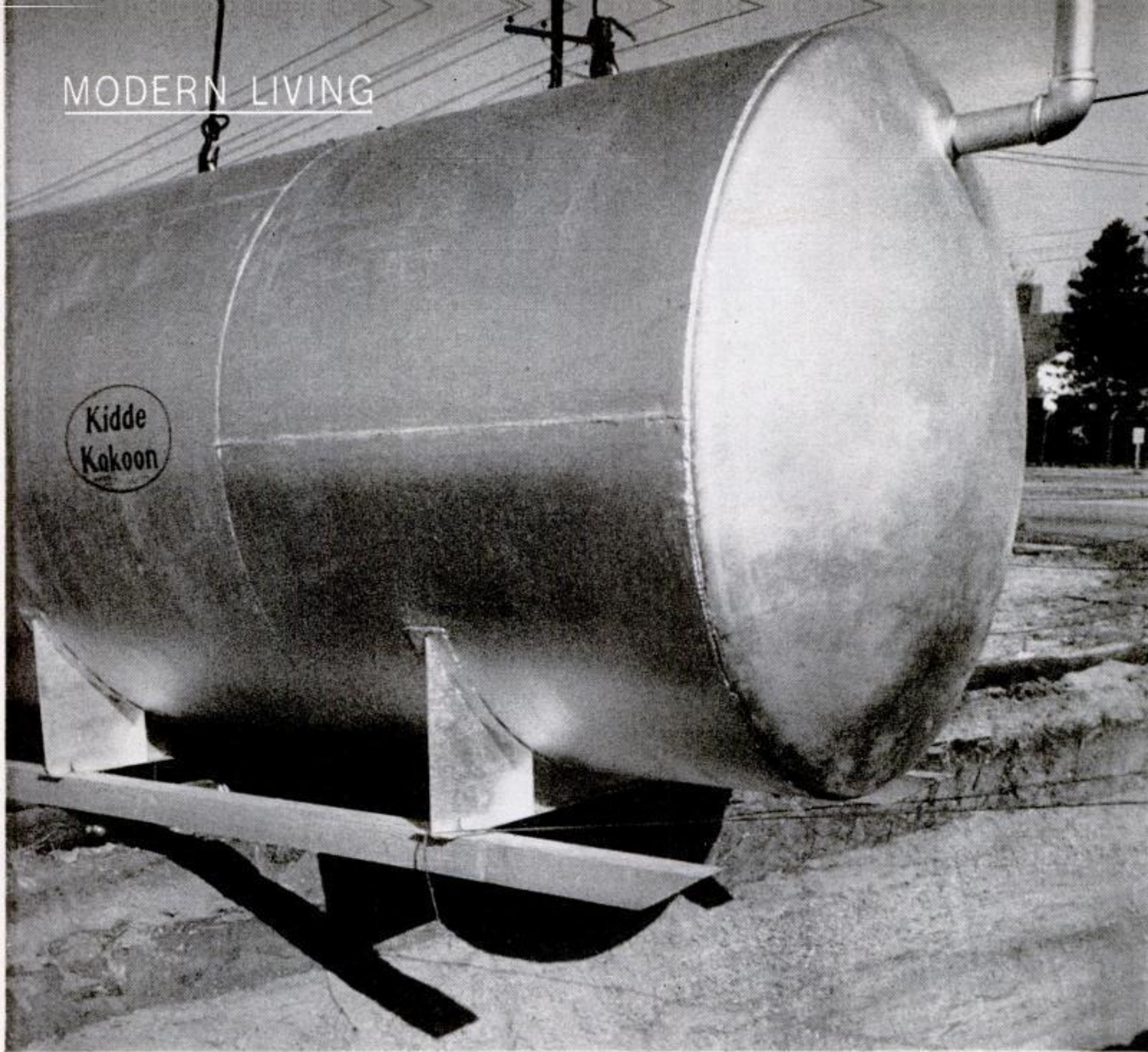


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of the shelter, and from the blast and lethal fallout of an H-bomb unless it falls within 15,000 feet.

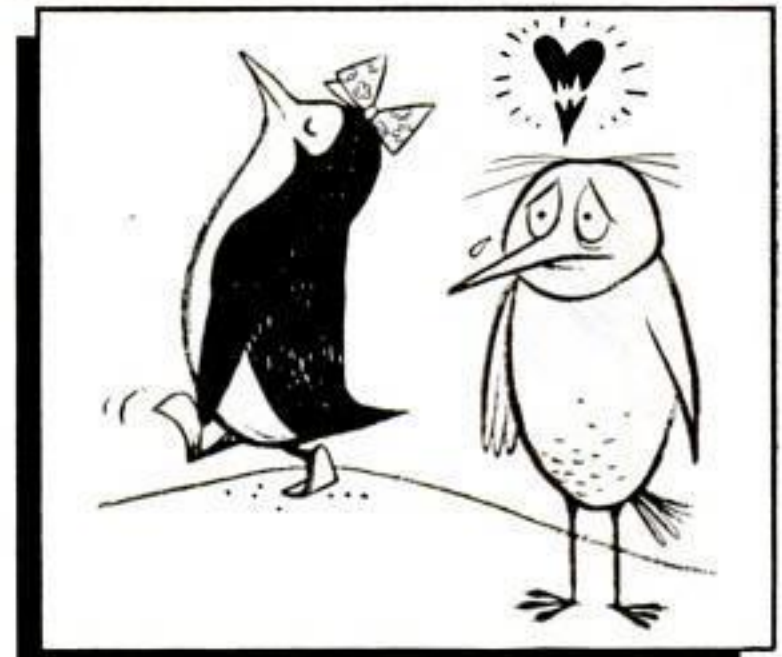
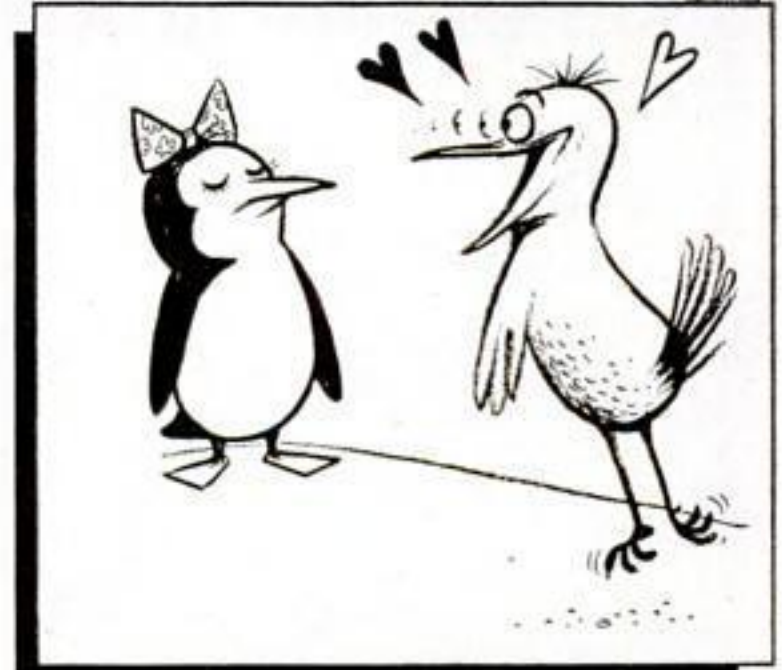
The unit, entirely self contained, comes with an electric generating system, air blower, canned water, five bunks with air mattresses, blankets, storage shelves, safety suits to emerge in. Luxury model, 14 feet long and 8 feet in diameter, may be ordered for \$3,000. A slightly smaller model costs \$2,500.



INSIDE SHELTER two adults and three children show living conditions underground. At right are food, water,

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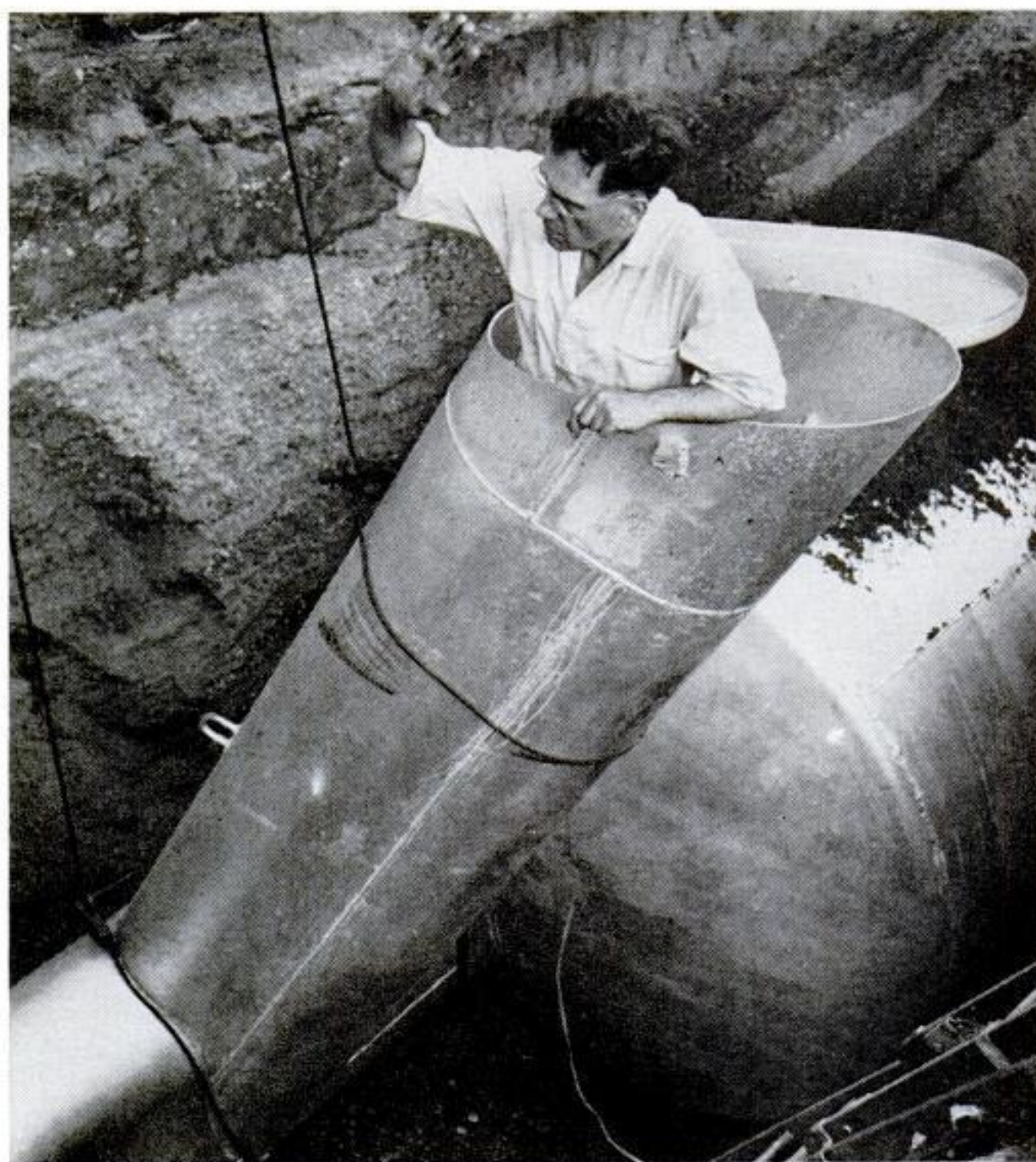
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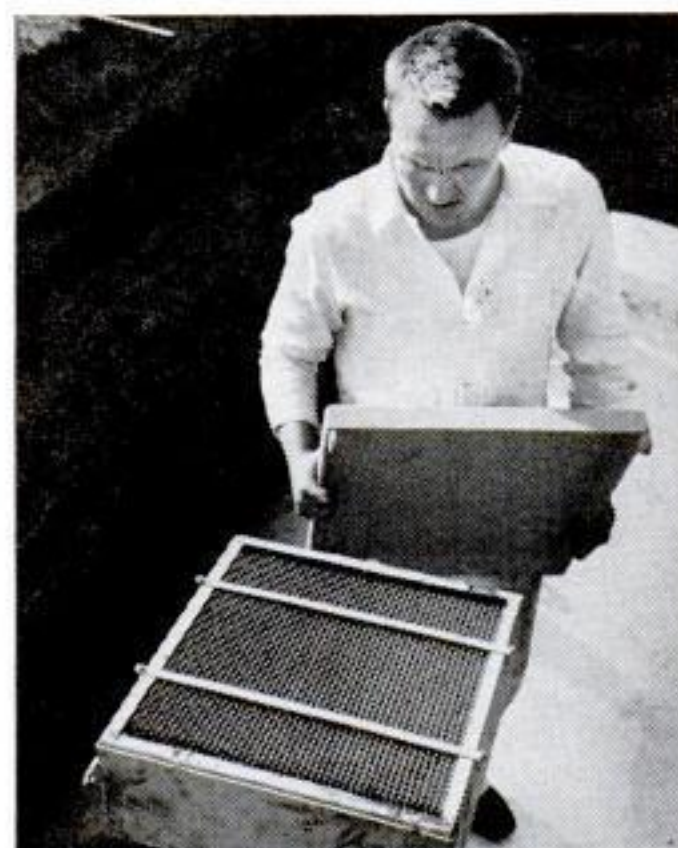
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H-bomb Hideaway CONTINUED



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AIR FILTER (right) on top of shelter is covered by workman. Filter is designed to screen radioactive particles from the air.



EXIT is demonstrated (below) by man in protective suit and respirator. Radiation detector should tell him if area is safe.



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America's Arts & Skills

Part II

When the color photograph of this Revolutionary War drum first showed up in LIFE's editorial offices a few weeks ago, it set off a lot of intramural gabbing. One expert adviser spotted the bomb at the bottom of the drawing on the drum side. "Looks like the branch insignia they wear in Army Ordnance right now," he said. That sparked a minute examination of the other fascinating details of the drawing—the Guilford flag (*upper right*), the curious face, the chain shot, and the French fleur-de-lis.

Nothing was resolved because very little is actually known about the drum. It is genuine, but even expert antiquarians have not yet verified its origin and history. But we had fun poring over the picture, just as you will when you see it in LIFE next week. It will appear along with 60 other examples of American art and design as part of a 14-page color essay, "Craftsmen and Patriots."

This will be the second instalment in LIFE's continuing series, "America's Arts and Skills." It will examine, in full color, the art and

design of America's Revolutionary period, an age that saw the further severing of artistic ties with the European Continent and a development of our own tradition.

To be sure, our colonial artists and designers still owed inspiration to British furniture designers like Chippendale and Hepplewhite, to Dutch painters like Van Dyck, to German gunsmiths like the Kuchenreuter family. But this was the age of Painter John Singleton Copley, of Paul Revere, a superb designer of silverware, of Samuel McIntire, architect and carver. These men and their contemporaries created for America a cultural heritage all our own.

That heritage is characterized by a dominant trait: "beauty with usefulness." A good example is the Pennsylvania rifle. You'll have a chance to admire its clean lines and functional beauty in a three-page-wide picture next week. And you can judge the usefulness of the rifles by the fact that the British soldiers who had to face their fire used to tag them "the most fatal widow and orphan makers in the world."

Andrew Heiskell, *Publisher*





SET-TO WITH A YO-YO

The Easter chick Milton Neuss of Irvington, N.J. gave his two daughters two years ago has grown up into a rooster called Nappy and has become a full-fledged and good-natured member of the family. He plays with the children and even gets along with neighborhood dogs

and cats. There is, however, one thing that really ruffles Nappy. When anyone swings a Yo-Yo at him, he flaps his wings, gives a horrendous cackle and attacks. The battles always end in stalemates. Nappy has never nicked the Yo-Yo but neither has he ever lost a feather.



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